



Historic Preservation Commission

Monday, December 8, 2025

City Hall Council Chambers – 601 Main St W. Ashland, WI 54806

4:30 PM

To join the meeting from your computer, tablet or smartphone <https://meet.goto.com/978070741>. Or dial in using your phone. United States (Toll Free): 1 877 309 2073 Access Code: 978-070-741

The following items will be considered:

1. Call to Order and Roll Call

2. Approval of Agenda

3. Consent Agenda

- a. Approval of minutes from the August 25th, 2025 Historic Preservation Commission meeting.

4. Identify potential conflicts of interest

5. Public Comment (non-agenda items)

6. Action Items

7. Discussion Items:

- a. Siding on West Elevation at 407 West Main – West Second Street Historic District
- b. Update on Properties Recommended for Local Historic Nominations – Miscellaneous recommendations
- c. Update on Vaughn Public Library and 909 Chapple Avenue
- d. Historic Chapple Avenue Pavement/Tree Replacement Project
- e. Ordinance Revisions Regarding Metal Siding
- f. Proposed Mural at 421 Main Street West
- g. Radio Station Antennae at 415 Main St West
- h. Discussion on Miscellaneous HPC Items

8. Announcement/Reports/Comments/Questions

9. Adjournment

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City of Ashland, Wisconsin
601 Main Street West — Ashland, WI 54806 — www.coawi.org

HISTORIC PRESERVATION COMMISSION MEETING AGENDA

August 25th, 2025 at 5:00PM in the City Hall Council Chambers at 601 Main St W, Ashland, WI 54806 and via
Go To Meetings | The meeting can be joined in person or by using a computer, smartphone or tablet at.

<https://meet.goto.com/978070741>

The meeting can also be joined by phone at
1 877 309 2073 using Access Code: 978-070-741

Present: Steve Schraufnagel, Al Smiles, Kristen Huset, Magge Ericson (online), Jeffrey Muse, Terri Erickson (Assistant Planner)

Absent: Joseph Mudd, Nancy Sztynodor

AGENDA

1. Call to Order and Roll Call
Schraufnagel called the meeting to order at 5:05 pm.
2. Approval of the Agenda
Schraufnagel asked for agenda approval. Muse moved, Smiles seconded. Motion carried 5-0.
3. Consent Agenda
 - a. Approval of minutes from the June 2nd, 2025 Historic Preservation Commission meeting.
Schraufnagel asked for approval of the minutes. Smiles moved and Huset seconded.
Motion carried 5-0.
4. Identify potential conflicts of interest
None.
5. Public Comment (non-agenda items)
None.
6. Action Items
None.
7. Discussion Items:
 - a. Discussion on Preservation Planning

The draft outline attached to packet. Terri Erickson spoke to Steven Wiley who noted he has not done any more with this task. SS reviewed the outline and suggested adding after design standards, in parenthesis, the Department of Interior Preservation Standards, which are the

guidelines our ordinance is based off of. He noted it is quite thorough. No other comments. Terri mentioned that there was discussion about creating a sub-committee and reaching out to Tracey Schnell. Steve S volunteered to be on this committee and asked for any others interested. Both Magge and Jeff volunteered.

b. Update on Properties Recommended for Local Historic Nominations

Steve reported he talked to Carver Harries since the last meeting and followed up with Tracey Schnell, our consultant. He sent her photos of the AADC and her comments were: It is a 1950's mid-century industrial type of building used for a warehouse. The decorative stone pediments around the windows are not enough to classify it as a historic structure. The windows are not properly matched with the historic significance of the building. There's no value to listing this building and there would be no tax credits available.

Kathy Schutte, Bay Towers high rise building; Upon review with the board, they did not feel they wanted to get involved with historic designation at this time.

The former lighthouse building on 3204 N. Lake Shore Dr. (property has a current open permit for remodel and deck.) Steve: question as to whether the boathouse is still on the property. Magge said it still was around 3 years ago but it needs repair work. We could reach out to Dan (owner) to see if he has interest in designating the property as it has some architectural features and community history. Magge was given photos from Dana Tolliver and she had sent them onto Steven Wiley. Dana Tolliver's dad, Larry Mattson, previously owned it. Steve: in favor of reaching out to Dan to see if he's interested. Currently doing work on house. Group agreed it is worth reaching out to prior owners also to gather more history on the place.

c. Update on Vaughn Public Library and 909 Chapple Avenue Property

Steve: 909 Chapple Ave. Project with new siding. It is a slow moving project. Owner removed porch on north side. The rest is stucco finish with no work at this point.

Terri: Vaughn Library project status: she took a recent tour of library progress with AADC. There has been framing out of rooms, but no sheetrock yet. She showed some progress photos including the restoration of open stairwell and brick/mortar replacement on west exterior wall – much to be replaced. Steve S: talked to Tracey about adding rigid insulation and covering up brick with panels versus re-tuckpointing (to save significant cost and energy savings) and she stated covering it up is not a valid way to handle it. Many of the neighboring buildings have done this incorrectly. The flush windows on the south side should have been inset. The infill of the new window should also be inset, even if the existing are not, according to Tracey and the Historical Society of Madison. Steve noted it should be done this way in case it could affect credits or funding the city may acquire for historical significance upon review. This is the course of action he supports. Terri noted the project is scheduled to be complete, she believes, by the end of the year. Old pictures of the open stairwell would be nice to obtain. Are they replicating this? What is the new front façade supposed to look like? It was noted they are trying to replicate the original facade as much as possible. This previously went through the HPC for approval.

d. Historic Chapple Avenue Pavement/Tree Replacement Project

Steve: Black top is being installed on Friday and then the landscaping. Some tree roots are higher than the curb and gutter. Should be okay, hopefully. They are ahead of schedule.

e. Update on Façade Work at 412 West Main St – Bay City Cycle

Terri shared recent photos of the façade. They have scraped and re-painted the transom above the sign panel black and white as proposed. The lower panels that are being replacing to match the existing Vitro-lite is still on order with Schraufnagel Glass. This work is the extent of what their funding will cover. The lead paint remediation at the cornice will have to wait until they can acquire more funding, if possible. There is a current matching grant program to pursue from the city that they are looking into. The windows installed on the other sides of this building look much better and match the existing openings unlike the ones that had been there.

f. Depot Property – Potential Future Change of Use

New owners of property (Soo Line Depot), are Aaron and Stephanie Wilson. The first and second offices are filled with business uses. The third level was used for a while as more office/treatment space. It is now unused space. They want to turn it into a shared temporary living space for rent and had started planning before contacting the city planning staff for feedback. This would be a change of occupancy/use. There is a different set of standards & codes required for living vs. office space - things like accessible windows and fire separations. This type of project would go through a state required exam process. A code consultant will be in communication with Aaron to discuss. The building is on the local, state and federal historic register. If any changes would be proposed for new or modified openings in exterior wall it may require HPC and /or SHPO review. The item was brought to the Plan Commission at the last meeting as topic of discussion. Jeff: The owner mentioned turning it into a museum space if the rental option doesn't work. At one time the lower level/basement was a museum.

g. Ordinance Revisions Regarding Metal Siding

Terri: There has been ongoing discussion in recent Plan Commission meetings regarding ordinance changes to metal siding allowance. This includes where this type of siding is allowed and further clarifying the ordinance so it is consistent, fair and appropriately used in our neighborhoods. It has been used as a money saving strategy for homeowners and the cheaper materials don't hold up. Staff has proposed that the ordinance be more lenient in some areas, but more restrictive in some like the historic district and gateways, unless it was already there. The restrictions would apply to certain types of metal like corrugated and exposed fastener styles typically on roofs or pole buildings. Steve: There is a lot of grey area. Pizza pub is an example of good application that people seem to like. The ordinance needs to be cleaned up to be more concise. Magge: we must preserve the history and look of Ashland. Terri: An example of historic metal buildings worth preserving are the boat houses. Al owned a boat house for many years and at one time boat houses were required to be sided with metal to help prevent fires. Steve: DNR wanted boat houses to go away and had very stringent rules. Now they have become a historic draw and rules have loosened regarding how much money you can put into them but the footprint cannot change. Terri: Plan Commission feels there has not been enough feedback received from

the public to approve the changes. Staff is wanting more input; please share opinions; we need more people to convey their thoughts and experiences. Public has had opportunity to speak as meetings with agenda topics have been posted. We have talked about mailing a flyer to residents. Steve: we should have something written up with proposed modifications to pass around for feedback. Terri: Steven Wiley has put together recommended revisions for commission review but it has not garnered much feedback or action. Steve S would like to see this. Specifics about quality, fasteners, gauge, setbacks, etc. have been further detailed by the proposal. The reality is its very situational and hard to cover all the possible applications. Steve: Would it be possibly to get local contractor input; the current ordinance is very vague. Terri: A contractor who wanted to use the product on a local garage project was very biased in his opinion. Steve: We would want a contractor who can give good representation that we can trust. Once the ordinance is changed, it takes time to change again. Jeff: has lived here all his life and looking at things that could go wrong, HPC should consider attending plan commission meetings to understand the challenges. We need to stay in tune with each other and not be reactionary but be able to speak up. Terri will bring the proposed metal ordinance revisions for review and feedback.

h. Discussion on Miscellaneous HPC Items

Al: asked about the Lady of the Lake progress. Steve: The mortar and façade work last year was approved. Louvers and windows will be next. Permit will need to be amended.

8. Announcement/Reports/Comments/Questions

Jeff: Asked about St. Agnes Cemetery; there is new signage and repair of the shrine/chappal. Rotted steeple was removed and replaced with a cross. Sign looks nice. Steve: No permit was pulled. Should this be going through city for permit? Will ask Tracey Schnell if cemetery is part of the historical studies.

Jeff: Old National grocery store/New Day Shelter – 3rd St Ellis Ave. It has been painted blackish/blue and is unsightly in his opinion. Steve: Color selection is not overseen by the HPC. Kristen: Are there guidelines for painting brick? Steve: It is not a good idea to paint brick – always a maintenance problem. Painting does not require permit. Terri: ordinance does have language regarding colors fitting into the neighborhood but very subjective.

Al: Sometime changes that may be initially assumed negative can come to be seen as valuable in the eyes of future generations. Example: Carrera glass; now considered valuable asset to preserve.

9. Adjournment

Huset moved and Muse seconded. Meeting adjourned at 6:23 pm. The next meeting will be Monday, Dec. 8th at 4:30 PM.

Recorded by:
Terri Erickson
Assistant Planner

407 W Main St



6.2 General Building And Site Design Standards And Guidelines

- A. **Intent.** The intent of this Section is to provide guidance to further the design related goals, objectives, and policies described in the City's Comprehensive Plan, Ellis Avenue Redevelopment Plan, and other applicable plans adopted by the City. It is not the intent of this Section to restrict creative, affordable, or innovative design, but rather to assist in clarifying design principles that are intended to help strengthen the appearance of the city; promote the public, health, safety, and welfare; preserve taxable values; and move the City towards sustainability. The word "shall" as used in this Ordinance refers to a standard that is a mandatory requirement. The word "should" refers to a guideline that is encouraged and discretionary, but not mandatory.
- B. **Applicability.** This Section applies to all development within the City of Ashland, except as may be specified otherwise in this Section. Prior to action on a development permit, building permit, site plan approval, or other applicable approvals associated with a proposed development application, the appropriate review and approval authority (pursuant to Part 2: Review and Approval Authorities) shall make a determination that the proposed development is consistent with the design standards and the intent of the design guidelines of this Section when considered as a whole.
- C. **Design Standards and Guidelines.**
 - 1. **Relationship of a building and related development to its site.** To the maximum extent practical (and in the context of the specific site, its surroundings, and the proposed function of the building) new buildings or building additions shall be situated on a site in manner that addresses the following:
 - a) Building orientation for energy conservation. The orientation of buildings should consider solar exposure, breezes, topography, and similar design considerations that can help buildings conserve energy or utilize renewable forms of energy;
 - b) Protection of significant natural features. Building and site development shall minimize all adverse impacts of development on significant natural resources. Refer to Section 8.1: General Protection of Significant Natural Features, as well as other related sections throughout this Ordinance for specific requirements;
 - c) Building orientation to the street and pedestrians. Every new building shall have an entrance door or feature that clearly identifies the front entrance of the building from the adjacent street. Pedestrian access to the building should be safe and convenient;
 - d) Pedestrian connections within the site and to surrounding areas. Where appropriate, each development should be designed to provide pedestrian walkways connecting outdoor facilities to each other and to the building. The development should provide

connections to existing adjacent public walkways and, where appropriate, to adjacent development;

- e) Minimize view of accessory buildings from the street. Accessory buildings and attached garages should be setback a minimum of four (4) feet from the front façade of the principal building. Where this may not be practical, design features that minimize the prominence of the accessory building (or attached garage) from the adjacent street should be employed. Such design features may include landscaping that visually extends the front façade of the principal building beyond the accessory building (or attached garage). The accessory building may also incorporate design features, such as facing the overhead doors towards the side yard, installing windows in overhead garage doors, or incorporating other design details that relate to the design of the principal building;
- f) Landscaping and screening. Landscaping shall be designed to strengthen the relationship of the building to its site, enhance positive views, and screen objectionable views. Where appropriate, native landscaping is encouraged. Refer to Section 6.4: Landscaping, Buffers, and Screening for more information.

2. Relationship of a building to adjacent sites and buildings. To the maximum extent practical (and in the context of the specific site, its surroundings, and the proposed function of the building) new buildings, building additions, or renovations shall relate to adjacent sites and buildings as follows:

- a) Height and bulk. The height and bulk of buildings shall be consistent with the requirements of the applicable zoning district. In addition, where practical, the height of a new building, or building addition, should not vary more than twenty-five (25) percent from the immediately adjacent buildings;
- b) Setbacks. Buildings shall meet the setback requirements of the zoning district. The front building setback should be consistent with the prevailing front building setback in the area. In the CC City Center District and the W-CC Waterfront City Center District (except properties adjacent to Highway 2), multi-family apartments/condominiums and nonresidential uses should generally be built to the back edge of the front sidewalk to promote pedestrian scale and access. In some cases, the buildings may be setback to allow for landscaping, seating, courtyards and other amenities;
- c) Architectural style. To the extent practical and desirable, the architectural style of a new building should relate to the architectural style of the surrounding buildings;
- d) Preservation of views. The design and placement of new buildings should, to the extent practical, avoid blocking the views that existing buildings have of Lake Superior and other desirable views. Also, to

the extent practical, the design and placement of new buildings should consider the effect that the new buildings have on views from other buildings and other areas of the city.

3. **Building design.** To the maximum extent practical (and in the context of the specific site, its surroundings, and the proposed function of the building) new buildings, building additions, or renovations ~~should~~shall comply with the following:

- a) Architectural style or theme. If the City has adopted or approved a plan that describes an architectural style or theme for a particular area in the city, new buildings shall relate to the approved theme. If no such plan has been adopted or approved by the City, but a particular area has an established and desirable architectural style or theme, new buildings, additions, and renovations should be compatible with the existing style or theme;
- b) Materials. Construction shall be of quality finish materials including, but not limited to, brick, stone, stucco, wood, and architectural concrete. Unfinished concrete masonry units and unfinished, ungalvanized corrugated plastic or metal siding (typically associated with ~~pole barn construction~~agricultural and other utilitarian buildings) shall be prohibited, except in isolated areas where the approval authority determines such materials will not have an adverse impact on the surrounding area or the city;

1.) Metal Siding on Residential Principal and Accessory Structures.
The use of metal siding on principal residential structures and accessory residential structures within the City shall meet the following conditions. No metal siding will be permitted on principal or accessory structures on contributing properties in local, state, or nationally-registered historic districts, or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available. Additionally, no exposed fastener standing seam metal siding will be permitted on principal or accessory residential structures on properties located within the Gateway Overlay (GTWY) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and/or waterfront.

a.) Metal siding shall be painted or finished to resist corrosion. Unpainted or ungalvanized siding products shall not be permitted. No galvanized or unfinished steel or unfinished aluminum buildings (walls or roofs), except those specifically intended to have a corrosive designed finish such as corten steel shall be permitted in any zoning district other than in

isolated areas of the City where the approval authority determines that such materials will not have an adverse impact on the surrounding area or the city.

b.) Any paint or finish applied to the metal siding panels must be applied to such panels at the factory using materials and a baking or other process that prevents the paint from cracking or chipping through normal wear and tear of a residential structure. Field applied painting of standing seam metal siding is prohibited. The siding shall not have exposed unfinished metal edges. The metal siding shall be complimentary to the house color and in keeping with the neighborhood.

c.) The metal siding shall have a minimum thickness of 26-gauge so as to reduce the potential for wind and hail damage.

d.) Metal siding shall be installed per approved manufacturer's details and instructions.

e.) Metal siding work shall include at least the minimum underlayment required per the manufacturer's specifications.

f.) Exposed fasteners visible from the public right-of-way or siding designs that employ exposed metal fasteners visible from the public right-of-way are prohibited.

g.) Metal siding shall meet all applicable building codes.

h.) Metal siding installed on existing residential construction shall not be constructed over existing siding materials. Tear-offs shall be complete to the wall sheathing.

i.) Unfinished, unpainted, or ungalvanized corrugated metal siding as found in agricultural applications are prohibited.

j.) Metal siding shall be maintained in a rust-free state for the duration of the structure/siding's lifespan.

k.) The color(s) of materials used for new additions and changes shall match or be complimentary to the color(s) of the original structure.

l.) Exterior patchwork, repair, or reconstruction that results in a multi-textured or multi-colored effect or an appearance not consistent with the overall design character of the original structure is not permitted.

2.) Metal Siding on Commercial, Industrial, and Institutional Principal and Accessory Structures. The use of metal siding on principal commercial structures and accessory commercial structures within the City shall meet the following conditions. No metal siding will be permitted on principal or accessory structures on contributing properties in local, state, or nationally-registered historic districts or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available. Additionally, no standing seam metal siding will be permitted on principal or accessory commercial structures at properties located within the Gateway Overlay (GTWY) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and waterfront. No standing seam metal siding will be permitted on City-Center-zoned properties between Ellis Avenue and 10th Avenue West, unless such properties historically had comparable metal siding for which documentation is available.

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a.) Metal siding shall be painted or finished to resist corrosion. Unpainted or ungalvanized siding products shall not be permitted. No galvanized or unfinished steel or unfinished aluminum buildings (walls or roofs), except those specifically intended to have a corrosive designed finish such as corten steel shall be permitted in any zoning district other than in isolated areas of the City where the approval authority determines that such materials will not have an adverse impact on the surrounding area or the city.

b.) Any paint or galvanizing applied to the metal siding panels must be applied to such panels at the factory using materials and a baking or other process that prevents the paint from cracking or chipping through normal wear and tear of a commercial, industrial, or institutional structure. Field applied painting of standing seam metal siding is prohibited. The siding shall not have exposed unfinished metal edges. The metal siding shall be complimentary to the principal structure color and in keeping with the neighborhood.

c.) The metal siding shall have a minimum thickness of 26-gauge so as to reduce the potential for wind and hail damage.

d.) Metal siding shall be installed per approved manufacturer's details and instructions.

e.) Metal siding work shall include at least the minimum underlayment required per the manufacturer's specifications.

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f.) Exposed fasteners visible from the public right-of-way or siding designs that employ exposed metal fasteners visible from the public right-of-way are prohibited.

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g.) A minimum of three (3) feet from the base of each façade visible from the right-of-way shall consist of brick, brick veneer, stone, or stone veneer.

h.) Metal siding shall meet all applicable building codes.

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i.) Metal siding installed on existing commercial, industrial, and institutional construction shall not be constructed over existing siding materials. Tear-offs shall be complete to the wall sheathing.

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j.) Unfinished, unpainted, or ungalvanized corrugated metal siding as found in agricultural applications are prohibited.

k.) Metal siding shall be maintained in a rust-free state for the duration of the structure/siding's lifespan.

l.) The color(s) of materials used for new additions and changes shall match or be complimentary to the color(s) of the original structure.

m.) Exterior patchwork, repair, or reconstruction that results in a multi-textured or multi-colored effect or an appearance not consistent with the overall design character of the original structure is not permitted.

b)c) Colors. Colors of all façade and roof materials should be established as an integral part of the building design and should exhibit evidence of coordination and selection with respect to the overall visual effect of the building. The color of each façade material should be harmonious with the color of all other façade materials used on the same building, as well as the color of façade materials used on adjacent buildings. For the purpose of this Ordinance, harmonious shall be defined as colors that are complimentary in hue, tone, and intensity. The use of dissonant and/or intense colored façade materials should be avoided;

e)d) Human scale detailing. Facades of buildings that face the street should incorporate human-scale detailing through the use of reveals, belt courses, cornices, expressions of structural or structural bays, recesses windows or doors, material changes, color and/or texture differences, or strongly expressed mullions. The length of the ground floor of a building, especially a building in the CC and W-CC

Districts, should include transparent windows, awnings, or other similar pedestrian-friendly features;

~~e)~~e) Facades and walls in general. Facades should have a recognizable “base” consisting of, but not limited to, walls, ledges, sills, integrally textured colored, and patterned materials, or planters. Facades should also have a recognizable “top” consisting of, but not limited to, cornice treatments with integrally textured materials, sloping roofs with overhangs, or stepped parapets. All sides of a building and any accessory building should use materials and designs consistent with those of the front façade;

~~f)~~f) Long, monotonous, uninterrupted walls. To prevent long, monotonous, uninterrupted walls, recesses, projections, columns, offsets, or change in building wall plane shall be required, at a minimum, every seventy-five (75) feet of wall length. No uninterrupted length of any façade shall exceed seventy-five (75) feet. Projections, recesses, and decorative columns shall be a minimum of one (1) foot wide and one (1) foot deep. Structural columns supporting a portico, porch, or overhang, shall meet this requirement;

~~g)~~g) Long, monotonous, uninterrupted pitched roof planes. To prevent long, monotonous, uninterrupted pitched roof planes, dormers, gables, or roof offsets shall be required at a minimum, every seventy-five (75) feet of pitched roof length;

~~h)~~h) Fenestration. Windows, doors, and glazing should be proportional to overall scale of the building and, where applicable, shall compliment adjacent buildings. Windows should be vertically proportioned when feasible;

~~i)~~i) Signs. Signs shall be consistent with the standards specified in Section 6.6: Signs. In addition, buildings shall be designed to incorporate signage as an integral part of the building design. The location, shape, style, graphics, size, material, illumination, and color shall relate to the building. Signs shall also relate to their surroundings, while allowing individual expression and identification.

4. Green building and site design techniques.

a) General. For the purpose of this Ordinance, green building and site design techniques are techniques that significantly reduce or eliminate the negative impact of building and site development on the environment and on the building occupants. Green building and site design and construction practices address sustainable site planning, protection of water and water efficiency, energy efficiency, conservation of materials and resources, and indoor environmental quality. All development in the City of Ashland is strongly encouraged to use green building and site design techniques.

- b) Buildings that receive City funding. All buildings that receive City funding are strongly encouraged to use the sustainable principles of Leadership in Energy and Environmental Design (LEED) to the maximum extent practical. Each project should be assessed for the appropriate certification level with the goal of maximizing long term benefits, such as operating and maintenance savings, while minimizing up front project costs.

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City of Ashland, Wisconsin

601 Main Street West Ashland, WI 54806 www.coawi.org

**DEPARTMENT OF
PLANNING &
DEVELOPMENT**

601 Main Street West
Ashland, WI 54806

STAFF REPORT

Plan Commission – May 20th, 2025

Agenda Item # 6a: Public Hearing and vote on Unified Development Ordinance Text Amendments

Applicant: Planning and Development Department

Staff Contact: Steven Wiley

Background

Planning staff worked with the Plan Commission and City Attorney's office on a potential amendment to the Unified Development Ordinance (UDO). This amendment addresses the use of metal siding products for primary and accessory structures on properties within the city. The UDO currently prohibits the use of corrugated plastic or metal siding (typically associated with pole barn construction) except in isolated areas where the approval authority determines such materials will not have an adverse impact on the surrounding area of the city.

Planning staff looked at other communities' zoning standards and worked with the City Attorney's office on a text amendment to the Unified Development Ordinance (UDO). The text amendment specifically focuses on the use of metal siding products on structures within the City. The Plan Commission and City Council expressed interest in having the City revisit its design standards which prohibit many metal siding products that property owners have considered using. Staff presented an ordinance draft at the February 18th Plan Commission meeting as a discussion-only item. Staff has since continued researching other comparably-sized Wisconsin communities and further refined the ordinance draft based on the examples of other existing zoning standards, Plan Commission input from the February 18th meeting, and the varying aesthetics of Ashland's neighborhoods. The Plan Commission considered the draft ordinance at the March 18th, 2025 and April 22nd, 2025 Plan Commission meetings and held public hearings at that time. At the meeting Commissioners supported restrictions on the use of metal siding products in residential applications and restrictions with more flexibility for commercial applications. No members of the public spoke on the text amendments proposed.

The intent of the proposed ordinance amendment is to provide a set of reasonable regulations to allow for increased flexibility for property owners to use additional siding products while mitigating the erosion of the City's design standards and potential negative aesthetic impacts to existing neighborhood character. Staff is aware that not all metal siding products are the same and Ashland has various districts and neighborhoods with distinct character that the City needs to consider when considering a potential ordinance change.

Analysis

The ordinance updates consist of revisions to the following sections of the Unified Development Ordinance:

- Part 6 General Development Standards: Section 6.2(C)(3)
- Part 6 General Development Standards: Section 6.7(C)(1)(e)

For UDO Section 6.2(C)(3), the ordinance updates include strengthening the language and clarifying that the design standards are mandatory. Staff recommends replacing the word “should” to “shall” which would change the standards from advisory to mandatory.

The proposed ordinance amendment would fall under UDO Section 6.2(C)(3)(b). Materials. Currently the ordinance prohibits unfinished concrete masonry units and corrugated plastic or metal (typically associated with pole barn construction) except in isolated areas where the approval authority determines such materials will not have an adverse impact on the surrounding area or the city.

Staff recommends inserting two new ordinance subsections for which a draft is attached. These subsections would address the use of metal siding products for residential and non-residential (commercial, industrial, and institutional) land uses. Key elements of the proposed ordinance subsection draft include the following:

Residential Land Uses

- No metal siding would be permitted on principal or accessory residential structures on contributing properties in local, state, or nationally-designated historic districts or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available.
- No standing seam metal siding would be permitted on principal or accessory structures at properties located within the Gateway Overlay (GTWY-O) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and/or waterfront.
- Standards regarding painting and finishing of metal siding
- Requirement to install per the manufacturer’s instructions
- Prohibition of exposed fasteners visible from the public right-of-way
- Prohibition on unpainted or ungalvanized siding commonly associated with agricultural applications
- Maintenance requirement
- Prohibition on exterior patchwork

Commercial, Industrial, and Institutional Land Uses

- No metal siding would be permitted on principal or accessory residential structures on contributing properties in local, state, or nationally-designated historic districts or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available.
- No standing seam metal siding would be permitted on principal or accessory structures at properties located within the Gateway Overlay (GTWY-O) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and/or waterfront.
- No standing seam metal siding will be permitted on City-Center-zoned properties between Ellis Avenue and 10th Avenue West, unless such properties historically had comparable metal siding for which documentation is available.
- Standards regarding painting and finishing of metal siding

- Prohibition of exposed fasteners visible from the public right-of-way
- Requirement to install per the manufacturer's instructions
- Requirement that a minimum of three (3) feet from the base of each street-visible façade consist of brick, brick veneer, stone, or stone veneer.
- Prohibition on unpainted or ungalvanized siding commonly associated with agricultural applications
- Maintenance requirement
- Prohibition on exterior patchwork

Staff proposes clear language that will eliminate ambiguity and the resulting debate about what the intent of the ordinance standards is. The ordinance amendment would allow for the use of standing seam metal siding that meets the standards listed except in the specific areas of the City where ordinance expressly prohibits said siding materials.

At this time staff recommends a change to UDO Section 6.7(C)(1)(e) of the lighting standards. Since the April 22nd, 2025 Plan Commission meeting, an applicant has approached the Planning Department with an application to upgrade an institutional parking lot including the facility's freestanding light fixtures. The current UDO lighting regulations state that freestanding light fixtures shall be subject to the accessory structure standards in the UDO. This limits the height of new freestanding light fixtures in all districts of the city to 20 feet. Staff and the applicant's engineer discussed that a number of commercial and institutional uses include existing freestanding light fixtures over 20 feet tall. After discussing internally, Planning staff are of the opinion that an ordinance change to allow taller light fixtures in limited zoning districts of the City would be appropriate. The current 20-foot maximum is overly restrictive in some situations. As long as taller light fixtures do not create light trespass or light pollution and appropriate light levels on-site are met, staff does not have concerns allowing taller fixtures in specific zoning districts. Staff proposes the following changes to the UDO lighting regulations:

- Addition of language stating that specifically in the Regional Commercial (RC) and Public Institutional (PI) Districts freestanding light fixtures are allowed a maximum thirty (30) foot height limit. Such light fixtures shall be subject to all other applicable lighting standards in UDO Section 6.7.

A redline draft of the proposed amendments along with staff's research on metal siding regulations are provided.

Standards for UDO Text Amendment Review

The City of Ashland's Unified Development Ordinance Section 3.4 (C) Unified Development Ordinance Text Amendment – Approval Criteria (and all subsections thereof), create the legal framework for UDO Text Amendments for the City of Ashland. The following decision criteria were used to review the proposed UDO Text Amendments:

Consistency with the Comprehensive Plan

The proposed text amendments are consistent with the Comprehensive Plan. They open up the palette of material options available to property owners while seeking to maintain a level of design integrity within neighborhoods in the City. The Comprehensive Plan recognizes the significance of the City's historic districts and properties as important cultural resources. Additionally, the plan recognizes the City's major gateways in and out of the City (Hwy 2, Ellis Avenue, Beaser Avenue, and Sanborn Avenue) so the proposed heightened design standards for these areas proposed under the draft ordinance is in keeping with the Comprehensive Plan. Page 48 of Part 1 of the City's Comprehensive Plan includes a goal of reimagining the city's entryways. The plan states that the entryways into the community along Lake Shore

Drive are understated at best, completely absent at worst. The plan calls for aesthetic treatments such as trees and enhanced crosswalks at “gateways.” Though this goal of the plan does not specifically mention buildings and siding materials, staff believes that heightened design standards for the gateways are consistent with the goal of improving their appearance and resulting image in the eyes and minds of visitors. Part 2 of the Comprehensive Plan includes a section on architectural resources and historic areas. On pages 45 and 46 of Part 2 of the Comprehensive Plan the plan discusses that “development in the historic districts must be especially sensitive to the historic character of the area, and as noted in Part 1: Priorities, the West Second Street Historic District should be expanded to the west (9th Avenue West) in an effort to protect more structures and provide economic incentives for their revitalization and protection.” Staff has concerns that relaxing the standards too much will result in ordinance amendments that are not consistent with the Comprehensive Plan. The proposed text amendment for light fixtures is limited in scope and applies only to two zoning districts. Much like the proposed metal siding ordinance the text amendment for lighting will allow for more options to applicants while ensuring that the community character is not negatively affected.

Promotion of the public health, safety, morals, and general welfare and efficiency and economy in the process of development

The proposed ordinance amendments promote the public health, safety, morals, and welfare. The intent is to prevent the inappropriate use of metal siding materials (in particular corrugated tin siding and some standing seam siding products) that would have a potential detrimental aesthetic impact on existing neighborhoods and gateways into and out of the city. At the same time staff understands the desire by applicants to be able to use popular siding products available so the proposed ordinance draft is more nuanced and less restrictive than the current blanket prohibition present in the UDO. Staff is of the opinion that the regulations as proposed will allow the use of additional siding products in many neighborhoods without contributing to possible negative impacts in key gateway or historic areas. The proposed text amendment for lighting will not affect any lighting standards regarding impacts to neighboring properties or minimum light levels. It will simply allow for greater pole heights in two zoning districts.

Compatibility with present zoning and conforming uses of property and character of neighborhoods

The proposed ordinance changes will increase the number of siding products permitted under the ordinance and establish minimum standards for residential and non-residential land uses. Specific zoning districts (Gateway Overlay and Waterfront Overlay zoning), historic districts, and the downtown core between Ellis Avenue and 10th Avenue West call for higher standards to prevent the erosion of aesthetics and historic integrity. The gateways and waterfront often serve as a visitor’s first and sometimes only impression of the community so staff is of the opinion that standards prohibiting some siding products in these areas will ensure higher quality design over time. The proposed text amendment for lighting will allow greater pole heights in two more intensive (Regional Commercial and Public Institutional) zoning districts. Some Public Institutional uses such as the Ashland Medical Center already include pole heights in excess of 20 feet and are able to meet the UDO standards for light trespass. Staff have not received complaints regarding existing non-conforming light fixtures due to pole height. Staff would not anticipate complaints unless increased light trespass to neighboring properties would result.

Principles of Sustainability specified in Section 1.4: Integration of Principles of Sustainability

The proposed UDO text amendments are consistent with the principles of sustainability. These amendments allow for the use of more siding products which often hold up over a longer period of time than some other options. Many of the metal siding and roofing products available today carry 25- or 50-year warranties. Property owners often choose these products with longevity in mind. The use of long-lasting products results in less waste and material replacement in a given time period.

Recommendation

The Plan Commission has three options regarding the proposed UDO Text Amendments:

- The Commission may vote to recommend Council approval of the amendments as presented.
- The Commission may vote to recommend Council approval of the amendments with amendments as requested by the Commission.
- The Commission may vote to table the amendments for further discussion at a future Plan Commission meeting.

Staff has discussed the amendments with the City Administrator and Mayor. The Plan Commission has held two public hearings on the metal siding amendments and staff has had additional time to revise the ordinance draft. Staff recommends that the Plan Commission review and make a recommendation to Council on the ordinance amendments if the Commission sees fit to do so.

Additionally, as a Public Hearing is scheduled for the proposed UDO text amendment review, the Plan Commission should hear all input from the public prior to making a determination. A Class 2 public notice was issued on May 1st and May 8th.

Approvals are based on background information provided by the applicant and known conditions. Deviations from this information may be considered a change in the application and reconsideration and possible revision to the approvals may be made by the Plan Commission and Common Council.

Metal Products as Siding Material

What's the Difference Between Standing Seam, Ribbed, and Corrugated Metal Roofs



standing seam sheet metal roof



ribbed sheet metal roof



corrugated sheet metal roof

The difference between [standing seam](#) vs ribbed vs corrugated is the profile. Standing seam refers to the seam where the panels meet. It's about an inch or so tall and is perpendicular to the rest of the sheet. Standing seam is a concealed fastener metal roof. The screws used to fasten the metal brackets to your roof deck are concealed or hidden from view.

Corrugated refers to the wavy pattern of peaks and valleys in this profile. Ribbed metal roofing sheets are flat with the occasional vertical rib that runs length-wise to the sheet. Corrugated, PBC, and ribbed sheet metal roofs are exposed fastener metal roofing panels. The screws used to secure them to your roof deck are exposed or visible.

Exposed vs Concealed Fastener Metal Wall Panels

An exposed fastener metal wall system features fasteners that pierce through the face of the metal panels and attach directly onto the structure. The screw heads are left visible, which is where the name "exposed fastener" comes from. Exposed fasteners wall panels are the more affordable, easier to install option. Exposed fastener panels are more commonly installed vertically as exposed fastener panels are often used for siding on buildings where appearance is not the top priority. It's most often seen as siding on pole sheds, barns, or commercial buildings. For example, when metal siding is used on a barn, vertical siding is preferred because it allows for easier cleaning and less maintenance than when panels are installed horizontally.

Concealed Fastener Panels are More Commonly Installed Horizontally

A concealed fastener metal wall system features panels that attach to the substructure without any visible fasteners. Instead, the panels are attached using concealed clips and fasteners for a more streamlined, clean appearance. Concealed fastener panels are more commonly installed horizontally because generally, they are thought to look more attractive when installed that way and resemble other siding materials, like vinyl or lap siding. One of the biggest advantages of concealed fastener panels are their appearance, and a horizontal installation is thought to enhance their appearance even more.

Horizontal Siding Disadvantages

Horizontal Metal Siding Is Less Weathertight

Horizontal metal siding is less resistant to water simply due to its orientation. The water cannot run off horizontal siding easily like it can with vertical and can seep through the siding causing water damage issues. Any seams could potentially have seepage. Once water gets inside, it can run across the substructure due to the horizontal profile, exposing a greater surface area to moisture. A vertically placed panel, meanwhile, will see any potential seepage go straight down the inside of the panel.

Horizontal Siding is Harder to Clean

Horizontal metal siding has more maintenance involved when it comes to cleaning. While vertical siding can be quickly power washed or rinsed off with a hose, extra care must be paid to horizontal siding. You want to prevent water penetrating between the horizontal slats as this will cause water damage issues such as mold and mildew.

Vertical Siding Disadvantages

Vertical Metal Siding Is A Less Popular Aesthetic

What is a pro to some is a con to others. The look of vertical siding is generally less preferred than horizontal and will not be seen as often.

Vertical Siding Is Less Traditional

Since vertical metal siding is used less, it has an appearance that is out of the ordinary and may not blend as well with certain design styles.

Disadvantages of Exposed Fastener Roofing

- **Maintenance:** The exposed fasteners are susceptible to weathering, which can lead to leaks if not properly maintained. Regular inspections and maintenance are necessary to ensure the longevity of the roof.
- **Aesthetic Concerns:** Some homeowners prefer the sleek, seamless look of other roofing systems. The visible screws and fasteners may not appeal to everyone.
- **Potential for Leaks:** Corrugated panels can require hundreds of fasteners to keep the roof in place. All of these penetrations in the roof leave a chance for moisture to get in. Exposed fastener systems, which are not engineered to the same standards as the standing seam systems, can allow rainwater to seep through the screw holes. Over time, the washers on the fasteners can degrade, also leading to potential leaks. Leaks could also be caused by under or over driven screws, or even screws driven at the wrong angle during installation. Regular checks and timely replacements are essential to prevent water infiltration.
- **Thermal Movement:** Metal expands and contracts with temperature changes, which can cause the fasteners to loosen over time. Fasteners can become exposed due to vibrations from wind or freezing and thawing, which pushes fasteners up and leaves holes or gaps in the seam laps

Advantages of Exposed Fastener Roofing

- **Affordability:** Exposed fastener metal roofs are generally more affordable than other types of metal roofing, such as standing seam metal roofs. This makes them a popular choice for budget-conscious homeowners.
- **Ease of Installation:** The installation process for exposed fastener metal roofs is straightforward and less labor-intensive compared to other roofing systems. This can result in lower labor costs and quicker installation times.
- **Durability:** Metal roofs, in general, are known for their durability and longevity. An exposed fastener metal roof can last anywhere from 20 to 50 years with proper maintenance.
- **Versatility:** These roofs are available in a wide range of colors and styles, allowing homeowners to choose a look that complements their home's exterior.
- **Energy Efficiency:** Metal roofs reflect solar radiant heat, which can reduce cooling costs by as much as 25%.
- **Readily available**

More Affordable

One of the biggest advantages of exposed fastener panels is that they cost less than standing seam. Depending upon the gauge and paint system **the cost savings will be at least 50%**. There are several factors that attribute to its affordability.

Less Accessories Required

Since exposed fastening roofing systems are installed just by using fasteners, you don't need to buy any clips. In addition, you need less trim and flashing. Standing seam trim requires purchasing multiple pieces of trim for each roofing condition. For example, a ridge cap for an exposed fastener panel is a one piece system. That same ridge cap for standing seam is a three piece system. Purchasing additional trim and fasteners will substantially increase the overall cost of the roof.

Lighter Gauge Metal

Exposed fastener panels are usually made in a 24, 26, or 29-gauge metal, where standing seam is more often seen in a 22-gauge or 24-gauge metal. The higher the gauge, the lighter and thinner the metal. This means that exposed fastener panels are usually thinner and therefore less expensive than standing seam panels. Steel in a 24-gauge steel weighs 30% more than 26GA which means a price increase of approximately 30%.

Easier Installation

An exposed fastener roof is an easier and faster installation than a standing seam because it requires fewer steps. Since the installation requires a simpler skillset, more contractors are qualified to install exposed fastening systems. Having more contractor options coupled with less labor time means that these systems are generally less expensive to install.

Article: When Metal Meets the Zoning Board

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As a metal building dealer, general contractor or erector, you may have encountered a restrictive zoning ordinance that forced you to change your plans for a project. In some cases, you may have been successful in obtaining a variance from the zoning board of appeals or you may have had to go back to the drawing board and rethink the design or layout of the project. Sometimes, you may have been prevented from using metal panel siding and, in the most extreme cases, you may have been prevented from using a metal building at all.

Aesthetics and Re-Use are Key

Let's first address the case where metal buildings are banned altogether. A handful of communities throughout the U.S. have more restrictive zoning requirements for a multitude of reasons. Those communities may differ from the majority of locales when it comes to zoning requirements because these areas could be tourist attractions, or they may have special business development plans that have prompted them to adopt more restrictive zoning regulations. For example, there has been an increase in the use of metal building systems in the construction of very large retail buildings, often with just a single tenant. Some examples include large home improvement stores or wholesale/retail megastores. The concerns that arise for communities are as much about aesthetics as they are about the future use of the buildings.

From an aesthetic standpoint, zoning ordinances in some communities prohibit the design of a uniform exterior appearance. They do this in an attempt to prevent the construction of large box-shaped buildings with limited architectural definition. The other concern is future use, which has to do with what happens when the big-box retailer moves out. Unless the layout of a building is carefully detailed and designed, these large structures may not be readily suitable for future tenants. Communities may zone out these types of buildings simply because they are afraid they may be abandoned in the future.

One way to prevent this problem is addressed by the zoning ordinances that require these buildings to incorporate "liner shops" along the perimeter of big-box stores. Liner shops can have their own entrance and character, and can later be

expanded into the space of the big-box store, if desired. This makes the space more attractive for future use. If liner shops are not incorporated, then the exterior façade can be designed to give the appearance of several smaller buildings, similar to the concept of liner shops. Unfortunately, some zoning boards go so far as to ban all metal-clad buildings. When this happens, it is clearly a case where further education is needed. The misperception here is that metal panel buildings will eventually end up as rust-streaked eyesores. Of course, this is no longer true with today's protective coatings. It is also critical that zoning boards understand that metal building systems afford a great deal of design flexibility. Today's metal buildings can be as simple as a box-shaped warehouse or as complex as a multi-sided school or community center incorporating glass, wood and stone exteriors.

When it's a Question of Quality

Metal panel walls are an excellent design option because they provide beauty, durability and longevity. In addition, today's metal panels incorporate improvements in function and form and utilize state-of-the-art coatings and paint technologies that help them last longer than ever before. Panels that may be acceptable for agricultural applications may not be appropriate for use on commercial buildings. Rather than prohibiting metal panels altogether, the zoning ordinance should provide clearly defined expectations when metal panels are used. After all, metal panel clad buildings have been built for many years, and can be found among some of the most admired structures. The Guggenheim Museum and the Statue of Liberty are two examples that utilize high-quality metal cladding, which illustrates the point that not all metal panel cladding is created equal.

So, how do you guarantee that metal panel walls will be attractive and long-lasting? An example of this would be to specifically state in the zoning ordinance that metal panel walls must meet certain minimum requirements to be used in areas where zoning boards have adopted more restrictive requirements. For instance, metal panels with a corrugation depth of less than 3/4 inch, or a sheet metal thickness less than U.S. Standard 26 Gauge are not usually intended for use in commercial applications. There are a multitude of panel profiles and thicknesses with high-quality coatings, that can make up the minimum requirements for zoning regulations to satisfy the most stringent requirements. The use of unpainted metal panels, excluding panels made from copper, weathering steel or stainless steel, may also be prohibited to set certain architectural standards.

The color finish of painted metal panels and exposed fasteners should have extended durability with high resistance to fade and chalk. Good fade and chalk resistance can be quantified by referencing the appropriate ASTM standards for performance (such as ASTM D 2244 and ASTM D 4214) in specifications. That way, the zoning board has the ability to reject certain products that don't qualify, and accept those that do. Equally important as paint coatings is the quality of the metallic coatings used to protect the steel panels from rust. High-quality Galvalume® and galvanized panels have been used in the metal building industry for many years now, and the zoning boards may not yet be aware of these advancements.

When it's a Question of Design

If a high-profile or historic community doesn't want monolithic boxes, what do they want? What these communities sometimes want can be summed up by the concept of "human interest and scale." This may be as simple as putting in windows on the second floor to add visual interest to the façade. Another way to incorporate variety and scale is to change the depth of the exterior walls, thus influencing scale through the perception created by shadow lines. Sometimes there seems to be no way around a community's ban on metal panel walls—but you can rally for change. The first thing to do is to educate the zoning board of appeals by sharing options and clearly explaining attributes and aesthetic alternatives that metal systems provide.

If the original design called for metal panels, the first option would be to obtain a variance for certain quality coatings and paint systems, or perhaps a different type of metal panel profile. If that doesn't work, there is always the option of special stone-coated panels or others that don't look like metal panels. If none of these options works, there is the opportunity to incorporate a masonry, brick or engineered insulation finish system.

Most communities have come to realize that today's metal panel walls represent a quality-constructed product. However, there are areas where more education is needed. Our responsibility is to use every opportunity to educate zoning boards, as well as the public, about the many valuable assets that metal building systems can provide.

Ordinance Examples – General:

7-11-405.BUILDING MATERIALS.

All multi-unit residential Building exteriors shall be brick, stucco, EIFS, stone, ceramic tile, faux wood composites, architectural metal panels/siding that is used only as a veneer and not as structural sheeting or sheathing, or fiber cement siding. With the exception of brick or stone which may be used on the entire Building exterior, no single material shall comprise more than 60 percent of a Building's exterior. Where stucco, EIFS, ceramic tile, faux wood composites, architectural metal panels/siding or fiber cement siding are used, at least 20 percent of the Building's exterior shall be brick or stone. Corrugated metal and metal panels/siding with exposed fasteners are prohibited on Building exteriors. Wood and vinyl may be used as trim, soffits and/or accent materials only.

§ 4.901 NEIGHBORHOOD COMMERCIAL ("E") DISTRICT.

(5) *Metal buildings.* The exterior metal walls of the front and any sides of a building facing a public street that will be constructed with metal cladding as the primary siding material shall not be constructed with exposed fasteners on more than 50% of the building. All buildings with metal siding shall have at least two exterior architectural features for articulation, such as front porches, gables, awnings or other exterior siding materials. Exterior metal siding shall not be considered an architectural feature. These provisions shall not apply to large retail stores.

Regional Ordinance Examples:

Sturgeon Bay (pop. 9,800 – Door County, Lake Michigan)

(a) A variety of architectural styles and building materials is encouraged in the I-1A and I-2A districts; however, it is intended that a basic harmony of architecture prevail among the buildings so that no one structure detracts from the attractiveness of the overall environment.

(b) It is encouraged that at least a portion of the front yard building facades be faced with brick, decorative masonry, natural stone, decorative concrete panels, glass curtain walls or equivalent finish material.

(c) Architectural metal buildings shall meet the following minimum manufacturer's and construction standards:

1. Twenty-year manufacturer's warranty of the finish and fasteners.
2. Concealed or semi-concealed fasteners.
3. Base plates at bottom of walls and end trim plates along roofing edges.

(g) Have exterior sides of all dwellings and attached structures covered with siding made of wood, masonry, concrete, stucco, masonite, vinyl or metal lap extending to the top of the foundation

Shawano (pop. 9,200 – Central WI, Lakefront)

Requirements for Exterior Materials. The following requirements shall apply regarding exterior materials for buildings and structures:

(a) Building Materials. Exterior building materials shall be of comparable aesthetic quality on all sides. Building materials such as glass, brick, tinted, and decorative concrete block, wood, stucco, and exterior insulation and finish systems (EIFS) may be used, as determined appropriate by the Plan Commission. EIFS and other readily damaged or dented materials shall not be used on portions of the building within one foot of ground level. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved if incorporated into the overall design of the building.

(b) Prohibited Materials. No building or structure shall be constructed or faced with any material or texture which is aesthetically incompatible with other building exteriors in the area which are fully consistent with the requirements of this Chapter, or which presents an unattractive appearance to the public or surrounding properties. The following materials are prohibited on the exterior of all buildings and structures:

1. Plain faced concrete walls or panels.
2. Plain faced cinder block or concrete block.
3. Asphaltic siding.
4. Plywood, chipboard, or other non-decorative wood or composite material as determined by the Plan Commission.
5. Metal siding which does not meet any one or more of the following exceptions:

- a. Is determined by the Plan Commission to be a decorative element of the building or structure that can be readily removed or replaced with a permitted exterior material.
- b. Uses a method of exterior wall fastening which is fully concealed from view by means of an interlocking panel, panel overlap, or other method approved by the Plan Commission which results in full concealment.
- c. Uses visible exterior fasteners which are the same color as the attached wall for any principal or accessory structure within the BP(business), RH-35 (rural holding zone), LI (light industrial), GI (General Industrial), and ME (Mineral Extraction) zoning districts, in any location on the building or structure which meets all of the following criteria:

Lake Geneva (pop. 8,600 – South Central WI, Lakefront)

(3) Standards for all Residential, Office, Commercial, and the PI Zoning Districts: Except for exposed foundations not to exceed three feet in height from the adjacent grade, all non-single-family development located within the RH, CR-5ac, ER-1, SR-3, SR-4, TR-6, MR-8, NO, PO, NB, PB, GB, CB, and PI districts shall employ only high-quality, decorative exterior construction materials on the visible exterior of the following portions of all structures and buildings:

- (a) Any portion of the building or structure visible from adjacent residentially zoned property;
- (b) Any portion of the building or structure located within 50 feet of a public right-of-way; or
- (c) Any other portion of the building or structure visible from a public street and/or situated at an angle of 60° or less from a line which is parallel to the nearest right-of-way (for un-curved rights-of-way); or from a line which is parallel to a chord connecting the right-of-way boundary on the inside side of the curve at points located at, or opposite from, the two outer boundaries of the subject property along the right-of-way line (for curved right-of-way).

The following exterior construction materials shall not be considered "high quality, decorative:" nondecorative concrete block or cinder block, nondecorative concrete foundation walls or panels, corrugated or other metal with exposed fasteners, nondecorative plywood, asphaltic siding, or other materials using exposed fastener systems or nondecorative surfaces as determined by the Plan Commission.

- (4) Trademark architecture shall not be permitted.
- (5) Architectural design is subject to the site plan review process, (see Section 98-908)
- (6) Exceptions. The conditional use process (per Section 98-905) may be used to propose the use of a material otherwise prohibited by Subsection (3) above.

Monona (pop. 8,500 – Madison Suburb, Lakefront)

(A) Purpose. Development of the City to provide for aesthetic quality, architectural and natural beauty and harmony will enhance the well-being and contentment of its residents and encourage economic stability through the preservation and enhancement of property values. Therefore, standards are needed to ensure that architectural design is harmonious and compatible with nearby development and with nature. This section is not intended to impose regimented conformity to any specific architectural style or taste but is intended solely to prevent development which would have a substantially adverse effect on the existing or potential beauty and character of a neighborhood, would reduce its desirability or would depreciate its property values.

(B) Standards. The following standards are adopted to establish criteria for the purposes described in Subsection A above: (1) No building shall be permitted if its design or exterior appearance is of such unorthodox or abnormal character in relation to the surroundings as to be unsightly or offensive to generally accepted taste.

(2) No building shall be permitted if its design or exterior appearance is so identical with those adjoining as to create excessive monotony and drabness.

(3) No building shall be permitted if any exposed facade is not constructed or faced with a finished material which is aesthetically compatible with the other facades and presents an attractive appearance to the public and to surrounding properties.

(4) No building shall be permitted to be so situated on a lot as to unnecessarily destroy or substantially damage the natural beauty of the area, particularly if it would adversely affect property values in the area or if it would adversely affect the beauty and general enjoyment of existing buildings on adjoining properties.

Platteville (pop. 11, 100 – Southwest, WI)

- (a) The preferred building materials for exterior walls facing streets are brick, decorative masonry block, stone, wood and/or stone aggregates. Exterior Insulated Finish Systems (EIFS) or equivalent exterior finish may also be used, but preferably will not exceed coverage of more than fifty percent (50%) of the wall elevation.
- (b) Unfaced concrete block, structural concrete, prefabricated metal siding, and the like are discouraged from such facade areas. Other materials may be used for trim and/or architectural details, but these materials should not cover more than ten percent (10%) of the facade.
- (c) If building materials other than preferred materials are used on the building facade(s) facing a street, then additional landscaping is required between the building and the street right-of-way. The additional landscaping must add the required number of points for the linear frontage of the building according to Section F.

Marinette (Pop. 11,000 – North East WI – Lake Michigan)

- 2. Siding Materials: Siding shall consist of materials commonly used on site-built homes, including the following or its equivalent: (a) Wood, vinyl, or metal vertically or horizontally grooved siding, lap siding, clapboards, rim clapboards, shingles, or shakes. (b) Stucco, brick, stone, or other masonry.
- 3. The following and similar materials shall be prohibited as siding: smooth, ribbed, or corrugated sheets of metal, fiberglass, plastic, and any materials having a highly reflective, or high gloss finish.
- 4. Siding shall completely cover all vertical surfaces from the eaves/roof down to ground level except that if a foundation or foundation-like appearing masonry or concrete extends above ground level, the siding need only be extended down to the top of the foundation or foundation-like appearing masonry or concrete.

New Richmond (Pop. 10,700 – East Central, WI)

- a. Except in association with farming activities, no galvanized or unfinished steel or unfinished aluminum buildings (walls or roofs), except those specifically intended to have a corrosive designed finish such as corten steel shall be permitted in any zoning district.
- b. Buildings in all zoning districts shall maintain a high standard of architectural and aesthetic compatibility with surrounding properties to ensure that they will not adversely impact the property values of the adjacent properties or adversely impact the community's public health, safety and general welfare.
- c. Exterior Building Finishes.

1. The primary exterior building facade finishes shall consist of materials comparable in grade and quality to the following:

- i. Brick
- ii. Natural stone
- iii. Integral colored split face (rock face) concrete block
- iv. Cast in place concrete or pre-cast concrete panels
- v. Wood, provided the surfaces are finished for exterior use or wood of proven exterior durability is used, such as cedar, redwood, or cypress.
- vi. Curtain wall panels of steel, fiberglass and aluminum (non-structural, non-load bearing), provided such panels are factory fabricated and finished with a durable non-fade surface and their fasteners are of a corrosion resistant design
- vii. Glass curtain wall panels
- viii. Stucco
- ix. Vinyl
- x. Other materials determined as acceptable by the Zoning Administrator.

Non-Residential Uses.

- a. For non-residential uses, any exposed metal or fiberglass finish shall be limited to 80 percent of the surface of any building wall. Any metal finish utilized in the building shall be a minimum of 26-gauge steel. All sides of the principal and accessory structures are to have essentially the same or coordinated, harmonious exterior finish materials and treatment. The roof slope shall be limited to a maximum of 1:12 slope, unless approved by the Zoning Administrator.
- b. Properties located in the Z-6 Central Business District shall also comply with the purpose and intent of the "City of New Richmond Downtown Design Guidelines", as may be amended.

- c. Site and building design shall orient higher quality architectural features and elements (non-metal siding) towards the public street corridors.
- d. Properties shall incorporate a combination of quality design techniques such as height variations, wall plane projections or recessions, variation in building material and color, or repeating patterns of building articulation, if they have frontage along STH 64, STH 65, Business HWY 64, and West Richmond Way.

Z7 Special Use Districts.

- a. In Z7 Special Use districts, all buildings constructed of curtain wall panels of metal or fiberglass shall be faced with brick, wood, stone, architectural concrete cast in place or pre-cast concrete panels on all wall surfaces. The required wall surface treatment may allow up to 50 percent of any metal or fiberglass wall surface to remain exposed if it is coordinated into the architectural design. For buildings which abut residential uses, the building material requirements for non-residential in Subsection 2 above shall apply. In cases where buildings are not visible from adjacent residential uses, the Zoning Administrator may grant an exception to the building material requirements of subsection 2 above.

Photo Examples

Residences with multiple materials integrated into an aesthetically pleasing design with attractive detailing at the edges. These are sheet metal products that have concealed fasteners. You can see in adjacent photo where panels overlap and “lock” above every fifth reveal. This is considered good design with high quality materials. These products are not inexpensive but selected to create a modern look that will last a long time and have minimal maintenance. The horizontal orientation helps to accentuate the residential identity.



Example of a grey metal panel system with a different reveal pattern integrated into the design. This product also has concealed fasteners with overlapping joints and finished trim pieces. They are not widely used because they are more expensive than typical residential cladding materials.



This is an example of a horizontal steel lap siding product that is made to look like wood with a variegated pattern.



Corrugated metal applied horizontally and tied into the design with vertical wood siding.



Corrugated vertical metal panels with exposed fasteners. Combined with a composite hardi-board siding on the adjacent garage.



example of galvanized corrugated sheet metal applied horizontally. You can see the exposed fasteners and where the panels overlap above the entryway with natural wood accents.

Close-up detail of corrugated metal wainscoting trim detail and material transition at windows. Good detailing makes a big difference.





Painted standing seam metal panels with concealed fasteners. The finish is not shiny and the product looks



Painted ribbed sheet metal with exposed fasteners. The difference in quality and finish of material is evident with gauge and finish.



Standing seam metal panels integrated with wood trim around windows and fascia. Colors tied into stone. Concealed fasteners. Metal corner and edge trim to match.



Brightly colored ribbed sheet metal roof with exposed fasteners. This would not be desirable within the city.

Appropriately applied ribbed sheet metal siding to a commercial building in an industrial area.

Zoning often requires some other wainscot material - cultured stone shown here - to be incorporated in the design.



Another example of an industrial business using a combination of ribbed sheet metal and corrugated metal siding. The exposed fasteners and panel seams are obvious.



Example of ribbed sheet metal used as siding and roofing on a residence. This is the type of application to avoid.



This is a typical advertisement for the inexpensive metal sided garages using light-gauge ribbed sheet metal for the siding and roof with exposed fasteners:



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421 Main St W – Mural Inspiration Photos



- 421 Main St W (In Front) – Wall of proposed mural
- 415 Main St W (Beyond) – Area of proposed antenna attachment designated by orange marking



Item g. Proposed Radio Station Antenna

- Example of Attachment on sidewall

