

DODGEVILLE

• REVITALIZATION PROGRAM •

# Design Guidelines

*A guide to renovation and rehabilitation for the business district*



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## Introduction

### The Main Street Approach

The Main Street Approach combines historic preservation with downtown development to create a working, growing, and aesthetically pleasing business center that works to reinforce and rekindle the economic vitality and values that Main Street stands for - making it once again the unique commercial and social heart of the city.

The process is designed to improve all aspects of the downtown for tangible - and intangible - benefits. Improving economic management, strengthening public participation and making downtown a fun place to visit are as critical to Dodgeville's success as recruiting new business, rehabilitating old buildings and expanding parking.

Building on downtown's inherent assets of rich architecture, personal service and traditional values, the Main Street Approach has earned national recognition as a practical strategy appropriately scaled to each community's local resources and conditions.

Set up in 1977 by the National Trust for Historic Preservation to stimulate economic development within the context of historic preservation, the Main Street Program now involves over 600 communities nationwide.

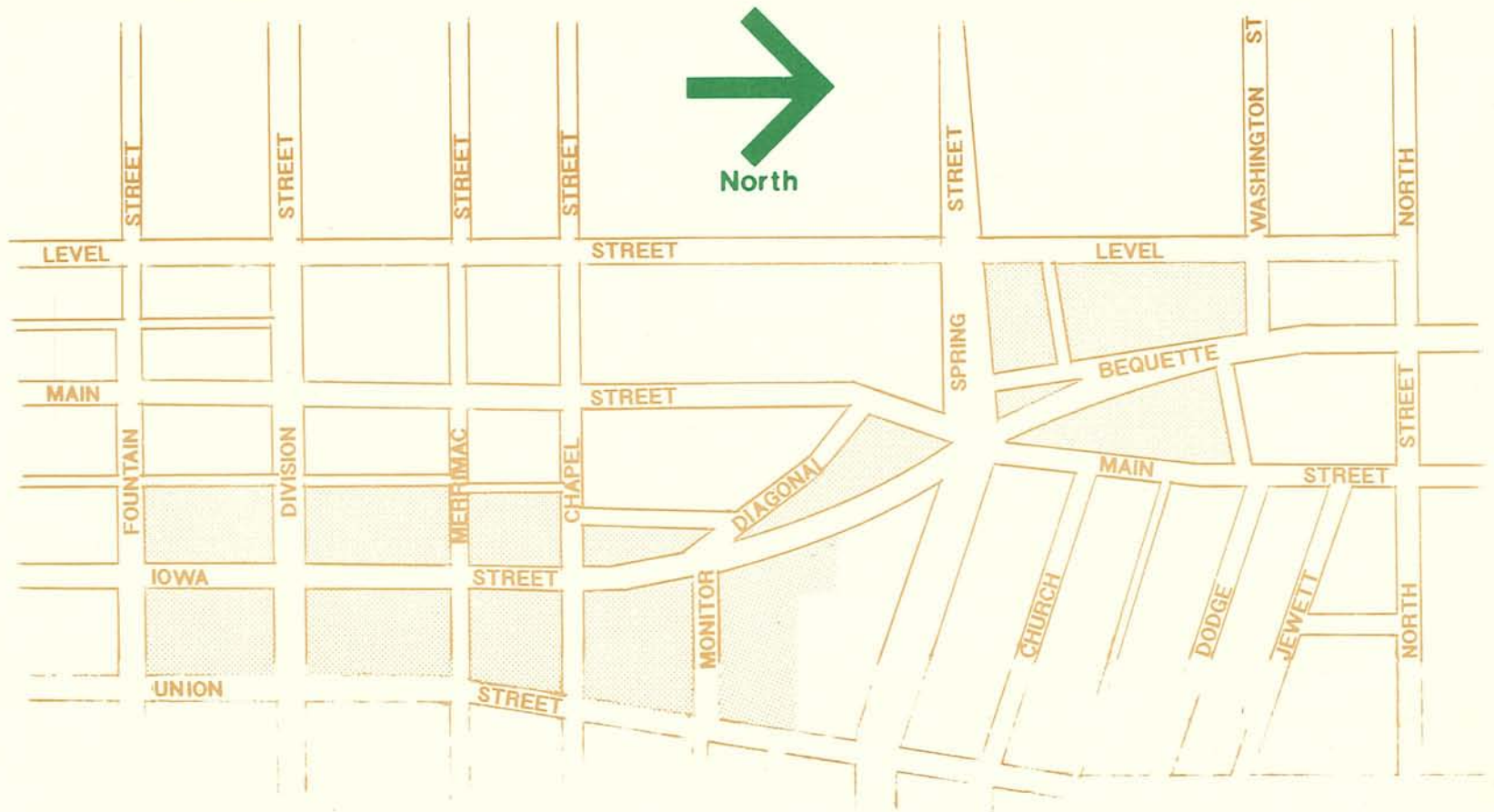
Dodgeville is one of the Wisconsin's 18 selected 'Main Street' communities, a designation made by the National Trust for Historic Preservation and the Department of Development of the State of Wisconsin. The 'Main Street' program in Dodgeville is known as the Dodgeville Revitalization Program. It is volunteer driven and funded by contributions from the community and local government. The purpose of the program is to improve the quality of life in Dodgeville by assisting in the revitalization of the downtown business community and thereby the community as a whole.

## Iowa Street



## Dodgeville

# DOWNTOWN DODGEVILLE



## REVITALIZATION PROGRAM

## AREA MAP

# Design Guidelines

Each individual building facade plays an important role in the makeup of the downtown district. Storefronts, window displays, signage, color, canopies and architectural details all play an integral part in the successful design of individual buildings. Rehabilitating your building can be mind-boggling:

- What materials should I use?
- What colors are best?
- Is an awning appropriate?
- What kind of sign would look best?

Property owners or tenants who wish to improve their buildings should begin by assessing the current visual condition of the entire facade.

- How could storefront improvements relate to the entire visual impact of the building?
- How does the building relate to neighboring buildings?
- How does a storefront improvement relate to the historic upper portion of the building?
- What changes are needed to improve the appearance and integrity of the upper portion of the building?

Fortunately, all of these questions can now be answered by Dodgeville's new design assistance program. The revitalization program offers free design assistance to business/property owners within the revitalization area who are interested in doing exterior and interior renovation projects. This program can help take the guesswork out of your rehab projects by providing you with sample drawings of possible facade improvements. Color schemes, paint and awning samples, signs as well

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*“The revitalization program offers free design assistance to business and property owners within the revitalization area who are interested in doing exterior and interior renovation projects.”*

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*For more information contact:*

**Dodgeville Revitalization Program**

*Program Manager  
178 1/2 North Iowa Street  
Dodgeville, Wisconsin 53533  
608-935-9200*

as technical information about how to get the work done are just some of the solutions the program can offer. You can also get assistance for a sign project alone.

These design guidelines serve as a guide for various improvement projects. They are intended to suggest ways in which property/business owners can take advantage of downtown's charm and its history.

To apply for design assistance, simply contact the Dodgeville Revitalization program manager and complete the program application form at the end of this document. Applications for design assistance are processed on a first-come, first-serve basis. So, the sooner you apply, the sooner you'll see results. When your project recommendations are complete they will be sent to you — the owner — and the program manager. Your program manager will work with you until the project is complete.

*Those wishing to utilize the revitalization design assistance or loan program are required to have drawings approved by the design committee.*





"Dodgeville, not a one horse town" Iowa Street north from Fountain Street, circa 1910. A time when citizens always gathered for major events "downtown".



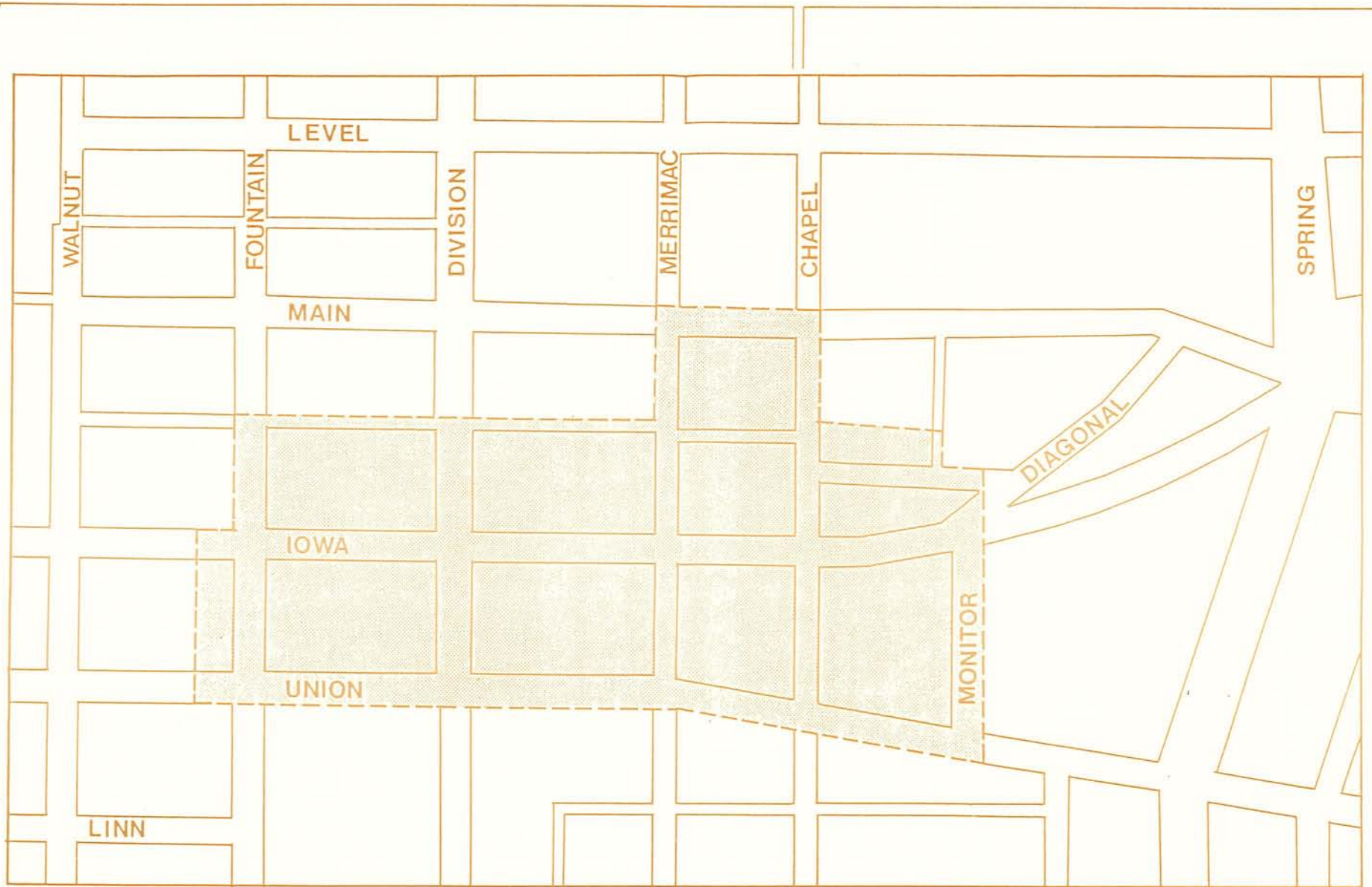
## Historic Preservation Ordinance

The City of Dodgeville has a Historic Preservation Ordinance, Plan, Commission, and District. They were adopted by the city council to preserve historically and architecturally significant buildings and sites in the downtown district. The majority of the Revitalization Program area lies within the Downtown Historic District. Prior to any changes, which includes renovation, rehabilitation or painting of any building within the Historic District, the owner of the building must obtain a Certificate of Appropriateness from the Historic Preservation Commission. This certificate must be presented to the building inspector before a building permit can be issued.

To obtain a Certificate of Appropriateness, a presentation must be made to the commission explaining any and all construction or changes planned for the exterior of the structure. Upon approval of the planned work, the commission will issue the certificate. Any building owner within the Revitalization Program area can obtain assistance in procuring their Certificate of Appropriateness from the Revitalization Program manager.

By example, if a building owner plans renovation work and wishes to participate in the LOW Interest Loan Program, the following steps would be followed;

1. Review plans with Program Manager or Revitalization Design Committee.
2. Obtain Certificate of Approval from Revitalization Design Committee.
3. Submit Certificate of Approval to participating lending institution when applying for LOW Interest loan.
4. Present work plans to Historic Preservation Committee to obtain Certificate of Appropriateness.
5. Submit Certificate of Appropriateness to building inspector to obtain building permit.
6. Begin work.



## **DOWNTOWN HISTORIC DISTRICT**

**DODGEVILLE, WISCONSIN**

# HISTORY

In the summer of 1827, as Red Bird's band of Winnebago Indians fled east along the Wisconsin River in the aftermath of the Winnebago uprising, the first settlement in Iowa County was established. The present site of the City of Dodgeville, this settlement was composed almost exclusively of lead miners who unearthed quantities of the valuable mineral with only minimal effort. Among the earliest and most important arrivals was Colonel Henry Dodge, commander of the company of lead miners which joined the pursuit of Red Bird. Dodge, for whom the community was named, arrived with nine children and his slaves on October 3, 1827. It is believed that the Colonel and others learned of the lead deposits near Dodgeville during the campaign against the Winnebagos.

The establishment of Dodgeville was part of the continuing discovery and settlement of the land north of the Fever River (or Galena, Illinois) lead mining district. During the 1820s the lure of rich deposits attracted thousands into the Fever River area which by the middle of the decade "overflowed" into what became Wisconsin's lead mining region. At the new mining center of Dodgeville the early reports of abundance and accessibility brought a stream of lead miners and the rudiments of community life.

Despite initial prosperity, by 1829 the mining boom had ended as lead prices plummeted from \$5.00 per 100 pounds to less than a quarter of that amount. Disease and the government's continuing insistence on payment for the lease of mineral lands compounded the depression that left the Dodgeville settlement nearly deserted. The Blackhawk War of 1832 drove the last residents from the area, but within two years the settlement was again inhabited. The establishment of a post office in 1834 indicated the community's rebirth.

Although the post office was an indicator of growth, Dodgeville's population remained small until the 1840's when it soared with the arrival of immigrants, many of them from Cornwall, England, who as experienced miners, were able to sustain the area's mining industry. Business establishments, substantial and varied, flourished with the increased population and were initially concentrated on N. Main Street and S. Iowa Street. At the end of the next decade, however, the focus of business activity shifted to north Iowa Street where the Iowa County Courthouse was located. Constructed in 1859, the Greek Revival structure reflected the skill of local masons and the perseverance of Dodgeville's citizens who, after petitions, elections, and court battles, saw their city designated county seat in place of Mineral Point which had served as the county's government center since 1830. With the completion of the courthouse and the subsequent building of a new commercial district, Iowa Street became, in the words of one journalist, "the pulse center of the city, and of Iowa County for that matter."

The commercial structures that joined the courthouse of Iowa Street contained the array of goods and services that the flourishing mining community needed. While mining continued to contribute to Dodgeville's prosperity, agriculture was gaining in importance and, consequently, the city was emerging as an agricultural center for the surrounding farming area. Railroad connections in 1881 (Chicago & Northwestern Railroad) and in 1888 (Illinois Central Railroad) added to this regional position.

In the next years Dodgeville was incorporated as a city (1889); a new city hall was constructed (1892) and an addition to the courthouse was completed (1894). Just after the turn of the century Iowa Street gained its second and only remaining three story structure. In the twentieth century the development of the commercial district continued with another addition to the courthouse (1927) and the construction of numerous business blocks which replaced earlier frame structures or those destroyed by fire.

Today Dodgeville is a community of approximately 4000. Iowa Street remains the city's primary business district and its buildings, despite some alterations, continue to reflect Dodgeville's historical and architectural development.



Many businesses have replaced the proud W.P. Peters firm (general store) in this Diagonal Street building since this scene was recorded circa 1890.



The Fisher and Heller General Store, circa 1900, now lost to the community, was located on a portion of the site of the present day Hennessey property on North Iowa Street.



A Harness Shop and a Dentist coexisted in this turn of the century scene, exact location unknown.



This beautiful Italianate style structure was built in 1884 by Orville Strong as "Strong's Bank", it is now known as the M&I Bank of Dodgeville.



The Trench Brothers Meat Market was a fixture in Dodgeville before 1900, at an Iowa Street location.

## Facade Revitalization of Crubaugh Building

150 N. Iowa Street

- *A low interest loan pool participant.*





## Facade Revitalization of Kozelka-Wall Store

133 N. Iowa Street

- A participant in the low-interest loan pool.

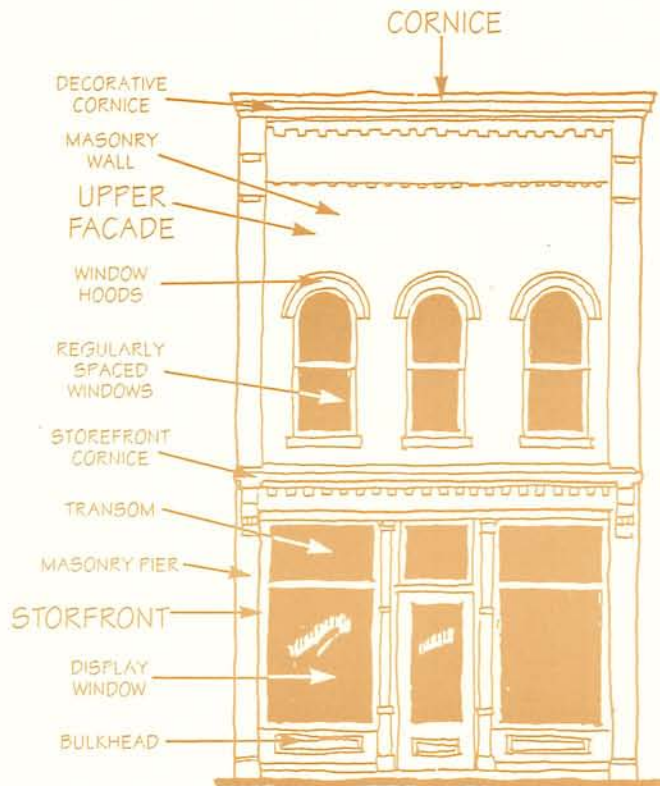
# Design Issues

## Traditional Facade

The traditional commercial storefront can be considered the most important element that sets apart and gives historical significance and character to downtown Dodgeville. The majority of our historical buildings date from the late 1800's to the early 1900's. When originally constructed, our downtown buildings shared a consistency in the design and proportion that was key to creating a strong visual image. This consistency was and is still important in conveying how our downtown is perceived by the client who may seek goods and services here. A visually unified downtown can go a long way in attracting people to our downtown as well as to the individual shops and businesses that are located here.

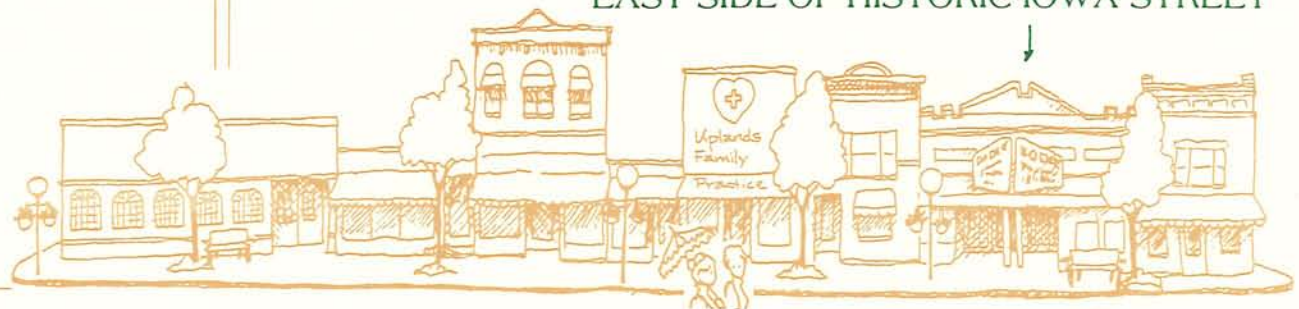
Changes have occurred to our buildings over the years in response to various merchandising trends, technology, and changing tenants. In most cases the changes affected the storefront area while the upper facade remained intact. Most revisions to the storefront areas are superficial, leaving the structural integrity of the original storefront design intact. In some of these cases the original storefronts may still be in place but covered over or in need of maintenance and repair.

The basic commercial facade consists of three parts: the storefront with an entrance and large display windows, the upper masonry facade with regularly spaced windows, and the decorative cornice that caps the building. These components may appear in various shapes, sizes and styles but the result is essentially the same facade. In the downtown business district of Dodgeville the typical building facade is a two story masonry construction.



TRADITIONAL  
FACADE  
COMPONENTS

EAST SIDE OF HISTORIC IOWA STREET





## Storefront Design

The traditional Dodgeville building facade has a well-defined opening that the original storefront filled. The opening is bounded on each side by piers which were usually constructed of masonry. It is bounded on top by the storefront cornice which is the structural member supporting the upper facade, and bounded below by the sidewalk.

The storefront was composed almost entirely of window. The large glazed opening of the storefront served to display goods the store or business had to sell as well as to allow natural light deep into the store thus minimizing the need for artificial light sources.

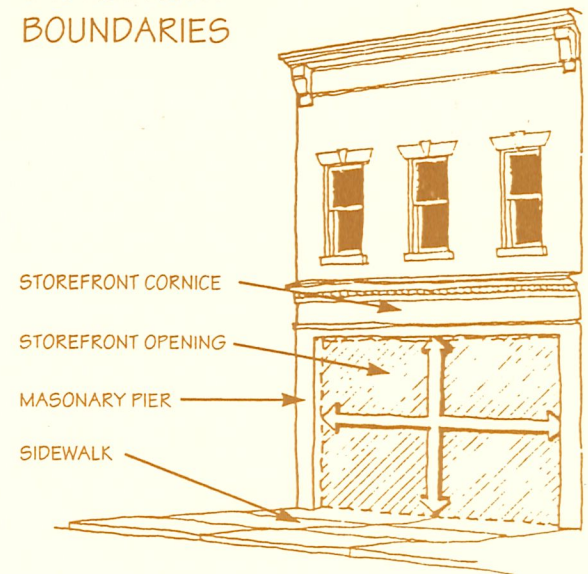
The visual openness of the storefront is also important because it is part of the overall proportion system of the facade. The proportion of window to wall areas in the traditional facade calls for more glass and less wall at the storefront level, balanced by more wall and less glass on the upper facade. When these buildings were built, their owners recognized the importance of maintaining these proportions so that the downtown would maintain a consistent design theme, thus making it an attractive place for its customers to do business.

## Storefront Improvements

In considering improvements to the storefront it is very important that the original opening be recognized and maintained. The remodeled storefront should be designed to fit inside the original opening and not extended beyond or in front of it.

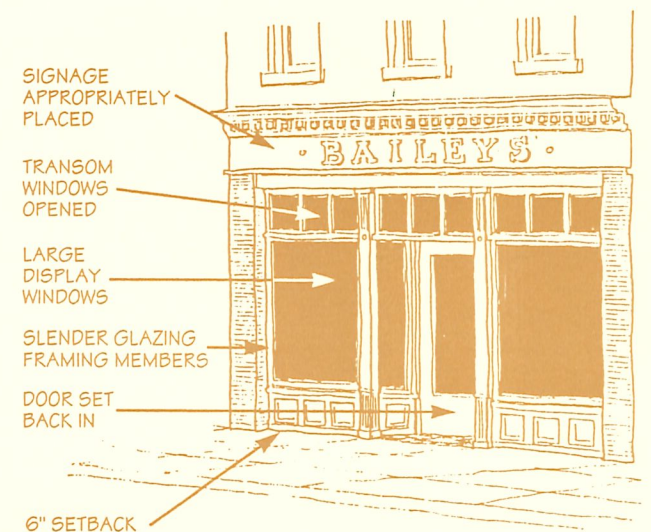
The basic storefront design should include large windows with thin framing members, recessed entrance with overhead transom, a storefront cornice, exposed structural element or a horizontal sign panel at the top of the storefront to separate it from the upper facade, and low bulkheads at the base to protect the windows and act as a platform for window displays. The basic configuration can be constructed from traditional or contemporary materials, achieving the same result.

### STOREFRONT BOUNDARIES



### TRADITIONAL STOREFRONT DESIGN

STOREFRONT FITS WITHIN BOUNDARIES



### INAPPROPRIATE HISTORICAL THEME



### COMMON STOREFRONT MATERIALS

CORNICE  
CAST IRON, WOOD, SHEET  
METAL, BRICK, STONE, OR  
TERRA COTTA.

TRANSOM WINDOWS  
CLEAR, TINTED, STAINED  
OR ETCHED.

PIERS  
MASONRY TO MATCH  
UPPER FACADE

DISPLAY WINDOWS  
CLEAR GLASS.

STOREFRONT FRAME  
WOOD, CAST IRON, STEEL

BULKHEAD  
WOOD PANELS,  
POLISHED STONE,  
GLASS, TILE OR  
ALUMINUM.



### Key features to consider:

- The storefront should be composed almost entirely of glass. If glass is not appropriate for the business, consider the use of window treatments as a solution.
- The entry should be maintained and restored in its original location and configuration. If the original entry is gone, the new entry should be designed and placed considering traditional design themes and its relationship to the overall building facade and symmetry.
- Transom windows that are covered or blocked should be reopened and restored.
- Storefront bulkheads should be restored or renovated.
- Original elements such as cast iron columns, storefront cornices, entry doors and lighting fixtures should be restored.
- Signage should be integrated into the storefront design.
- Lighting should be integrated into the storefront design.
- Awnings, if required, should be integrated into the storefront design.

The storefront design must be true to the time period in which the building was constructed. Renovating late 19th century buildings such as we have in Dodgeville with colonial motifs and mansard roofs is certainly inappropriate.

When planning the renovation of a storefront, it could be very helpful to contact the local historical society or the revitalization office to see if there are turn-of-the-century photographs available of your building. Old photographs can be a valuable tool to help determine original design, materials and signage used on your buildings.

## Storefront Materials

When designing a new storefront or renovating an existing storefront, remember that the goal should be a transparent facade. Keeping the storefront materials simple and unobtrusive will help you achieve this goal. There is no need to introduce additional types of building materials

to those that originally existed on your building. Whether building new or renovating existing storefronts, use materials that perform their intended function well and use these materials consistently throughout the design. By doing so you accomplish simplicity in the design and uniformity in the overall storefront appearance. Always try to utilize existing materials. It is better to repair them than to replace them.

Typical examples of materials and their location on the storefront:

- Storefront Frame - wood, cast iron, anodized aluminum
- Display Windows - clear glass
- Transom Windows - clear, tinted, stained or etched glass
- Entrance Door - wood or aluminum with a large glass panel
- Bulkheads - wood panels, polished stone, glass, tile, metal clad plywood panels
- Storefront Cornice - wood, cast iron, steel metal
- Side Piers - should be same material as upper facade (typically brick and stone)

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

## Color

As with materials, the color scheme chosen for the facade should be sensitive to the time period the building was built. To determine the color scheme to be used, consult a professional or go to the local paint store and ask to see color cards for historic paint colors and their combinations.

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

Colors should accentuate the architectural details of the building - but don't overdo it!! The levels of coloration might be broken down as follows:

- Base Color - Major Trim Color - Minor Trim Color - Accent Color -

- BASE COLOR
  - WALL SURFACES
  - STOREFRONT PIERS
  - CORNICE - WHEN SAME MATERIAL AS WALL



- MAJOR TRIM COLOR
  - CORNICE
  - WINDOW HOODS
  - WINDOW FRAMES
  - STOREFRONT CORNICE
  - STOREFRONT COLUMNS
  - STOREFRONT & BULKHEADS

- MINOR TRIM COLOR
  - WINDOW SASH
  - DOORS

- ACCENT COLORS
  - SMALL DETAILS ON WINDOW HOODS, CORNICES, COLUMNS & BULKHEADS

## Maintenance and Repair

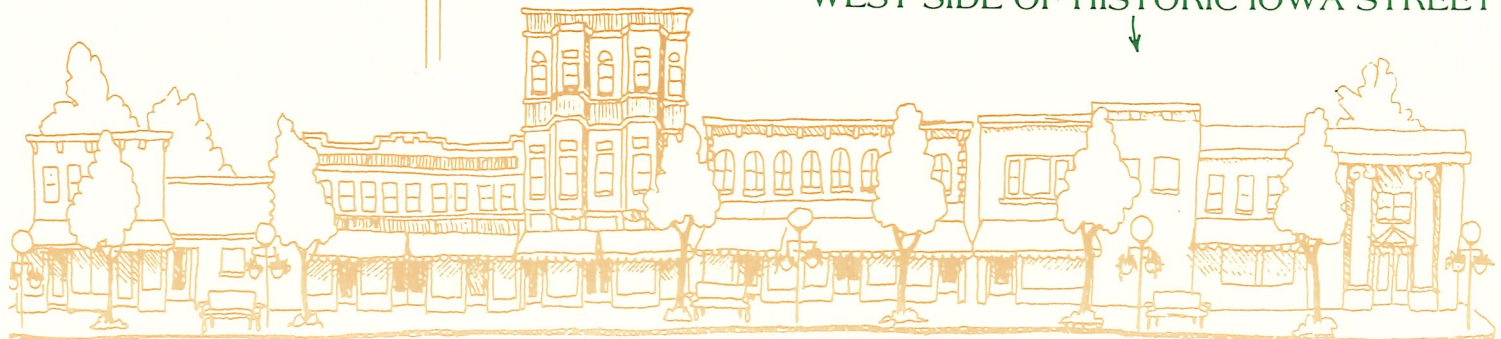
*“With a few exceptions, we can transform “Main Street” into an accurate semblance of what was.”*

Many of Dodgeville's existing downtown structures contain two favorable qualities. One is that they are structurally sound. Modifications that may have been done were basically superficial, affecting features such as windows, doors, and facades. A second quality is the building's survival of original design features and materials. It is fortunate that we can easily see what the original structure's appearance was. Alterations usually consist of materials that are attached to existing walls rather than involving reconstruction and demolition. These qualities enable us to maintain and repair our buildings rather than demolish. With a few exceptions, we can transform “Main Street” into an accurate semblance of what was.

Exterior materials will be addressed more extensively than those of the interior, as interiors are often dictated by business related items such as image, display, and theme. However, considerable attention should be made in inviting the original building design to work both inside and out. With this in mind, Main Street Dodgeville is offering design assistance for both exterior and interior renovation projects.

Before considering any repair or remodeling, materials should be examined by an architect or contractor as to their actual condition and potential for cleaning or repair. Once evaluated, cleaning and repair may proceed. All work should be professionally done, as proper equipment, working describe repair and maintenance for the store owner's basic familiarity.

WEST SIDE OF HISTORIC IOWA STREET



## Masonry

As in most towns, a large number of Dodgeville's buildings consist of brick masonry. There also exists some structures consisting of stone, concrete block, and marble. It should not be an assumption that all masonry needs cleaning. Several buildings have already been cleaned and repaired, and others were never painted. Minor staining or discoloration can sometimes add character to a structure, or simply remain as an acceptable condition. If, however, the masonry is unacceptable, several cleaning methods may be used.

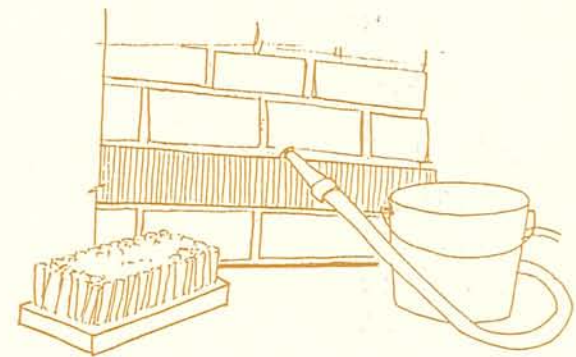
### *Water Cleaning*

Washing with water and a detergent is the simplest of all methods and is successful on lightly soiled masonry. This method is probably the easiest for the amateur, but also time consuming. Water cleaning involves two steps. The first is spraying to presoak the masonry, removing dirt deposits not tightly bonded to the surface. The second step is time consuming and more difficult as it involves scrubbing with a hand or power brush. Whether done by an amateur or professional, care must be taken to use water efficiently. Cracks in walls or around openings can lead to interior water damage. Brick cleaning should be done before finishing the interior of that particular wall. Water cleaning should be avoided in cold weather, absorbed water can freeze and fracture surfaces. Test washing a small area of the wall will determine how long it takes and who will finish the job.

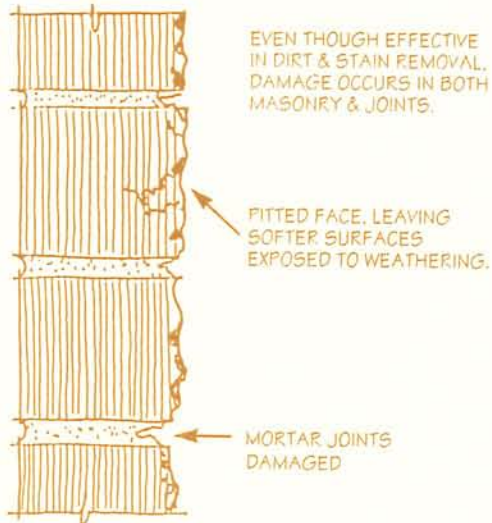
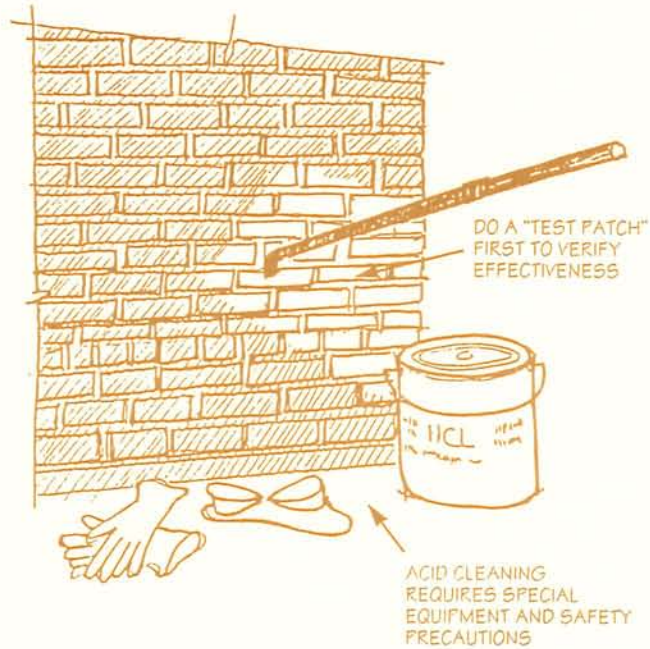
### *High Pressure Water Cleaning*

A newer method is to utilize special equipment that develops enough hydraulic pressure to "force spray" masonry. High amounts of pressure actually injects water into the surface of the masonry, forcing out dirt and staining. Even though less water is used in this process, interior water damage is still a concern as pressure can force water into openings. High pressure water cleaning should be done only by professionals and should not exceed 1,000 p.s.i.

WATER WASH  
USE OF A DETERGENT & SCRUB BRUSH  
(MANUAL OR ELECTRIC) IS THE SAFEST  
METHOD, BUT ALSO THE MOST TIME  
CONSUMING.



## ACID CLEANING



## SAND BLASTING

## Chemical Cleaning

Due to a large variety of chemicals, potential toxicity, cleanup, and specialized equipment, professional help must be seriously considered. Chemical cleaning is best utilized for paint removal and elimination of deep stains. Care must be taken in the use of acids. Even in a diluted solution, acids can harm limestone and marble.

## Sandblasting

Not for the amateur, sandblasting is the most effective method of removing paint, stains, and deposits. It is also the most detrimental, especially when considering brick. Sandblasting removes the outer surface of the brick, exposing the softer inner surface. This leaves the brick more susceptible to weathering. Sandblasting also pits the surface, leaving horizontal areas and pockets for moisture and dirt collect. **We do not recommend sandblasting be used on masonry unless it exists in an interior area protected from weather.** The pitting and roughness it creates can then be used to an aesthetic advantage without the potential of premature weathering and damage. A free test cleaning of a small area of the wall is usually done by a reputable contractor, as they can observe results and better determine an estimate to do the job.

## Tuckpointing

Weathering of masonry also involves the mortar joints. If masonry is to be cleaned, the addition of new mortar to the joints is necessary. This is called tuckpointing. The joints are first thoroughly cleaned out to existing sound mortar. Then, new mortar is filled in and finished to match the depth and style of the intended original joint. Mortar can be pigmented to match any existing color. After tuckpointing, the surrounding masonry must be cleaned as it is impossible to fill joints without touching them with mortar.



## Toothing

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

## Wood

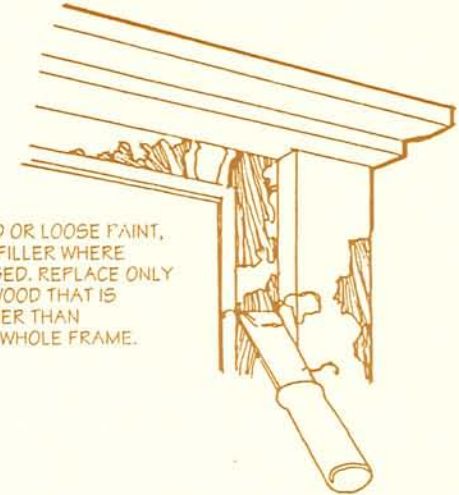
Dodgeville's existing buildings use wood on the exterior primarily for window and door framing, trim, cornices, bracing and brackets. Although masonry dominates storefronts, maintenance and repair of wood is essential in restoring original building design and integrity. Wood accents the masonry, and is the material one comes in contact with.

If wood is found to be in need of repair, replace or patch that particular piece of wood. Replacing the wood frame, for example, is not necessary if just one section of frame is damaged. Replace with the same species of wood if possible for uniform finishing. Conversely, refinishing wood should not be a patch job. Rather, the entire frame, as an example, should be refinished. Paint or stain can be removed by several methods. Among these are sanding, melting or dissolving with chemicals. Sandblasting should not be used as it pits and separates the grain.

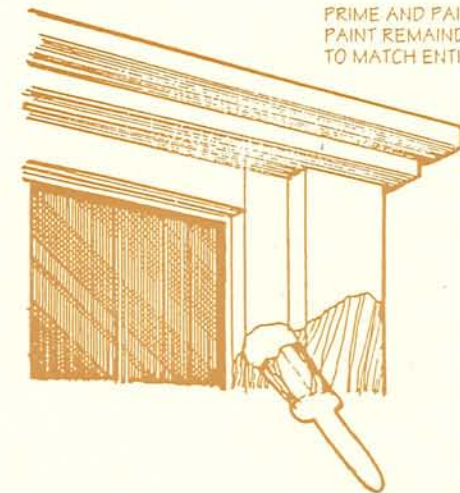
## Architectural Metals

Architectural metals such as cast iron, galvanized steel, aluminum, copper, zinc, and tin, are used sparingly at roof parapet and flashing. Aluminum is also used for flashing, but mainly for window frames and doors.

### PAINTING OF WOOD



SCRAPE OFF OLD OR LOOSE PAINT, AND USE WOOD FILLER WHERE WOOD IS DAMAGED. REPLACE ONLY THAT PIECE OF WOOD THAT IS DAMAGED RATHER THAN REPLACING THE WHOLE FRAME.



PRIME AND PAINT RAW WOOD. PAINT REMAINDER OF WOOD TO MATCH ENTIRE FRAME.

Any metal encountered can be cleaned. As with masonry, care should be taken to avoid damage by using gentle methods. Sandblasting is to be avoided with cast iron being the only exception. Softer metals can be cleaned with solvents or sanding.

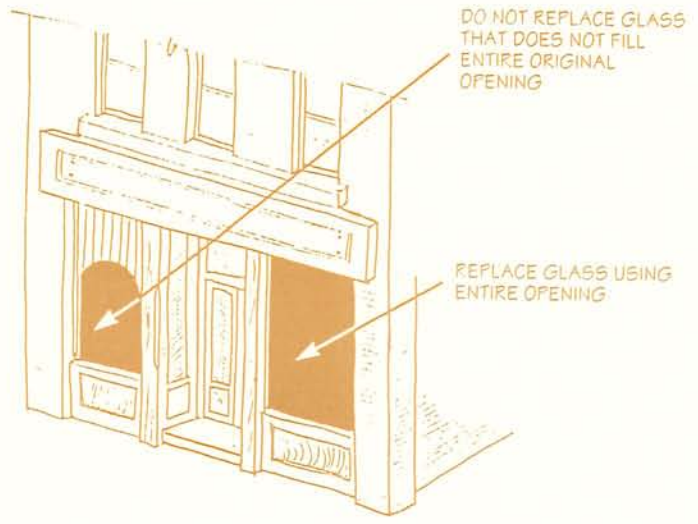
Ferrous metals, (metals with an iron content) such as steel door frames, should be painted. Copper, stainless steel, or other similar metals, were meant to be exposed. Aluminum can be left unfinished, painted, or factory finished with a baked coating.

Most metals in need of repair can be fabricated and replaced. Southwestern Wisconsin boasts of competent craftsmen and contractors that can do the job. Metals damaged beyond repair are replaced by wood, fiberglass, epoxy, or other metal. Dissimilar metals must be insulated from each other to avoid electrolysis, a naturally occurring reaction.

## Windows

Windows are one of the most prominent and important features of storefronts. Unfortunately, they are often the most altered and neglected of the storefront materials. Window replacement can be expensive, but worth the cost when replaced with the proper unit. Good windows contain several attributes.

1. Energy conservation. Modern units contain insulated glazing and "thermally broken" frames. Both glazing and frames contain either an air space or gasketing to eliminate frost and moisture penetration. If original units are repaired, custom fabricated storm units can be installed to achieve the same result.
2. Light quality. Proper sizing of the storefront window can enhance the amount of natural light entering. Glass can also be rated to control the type of light entering through, such as E-rated glass which prevents discoloring of merchandise. This can be valuable to the store owner for merchandise display.





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

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

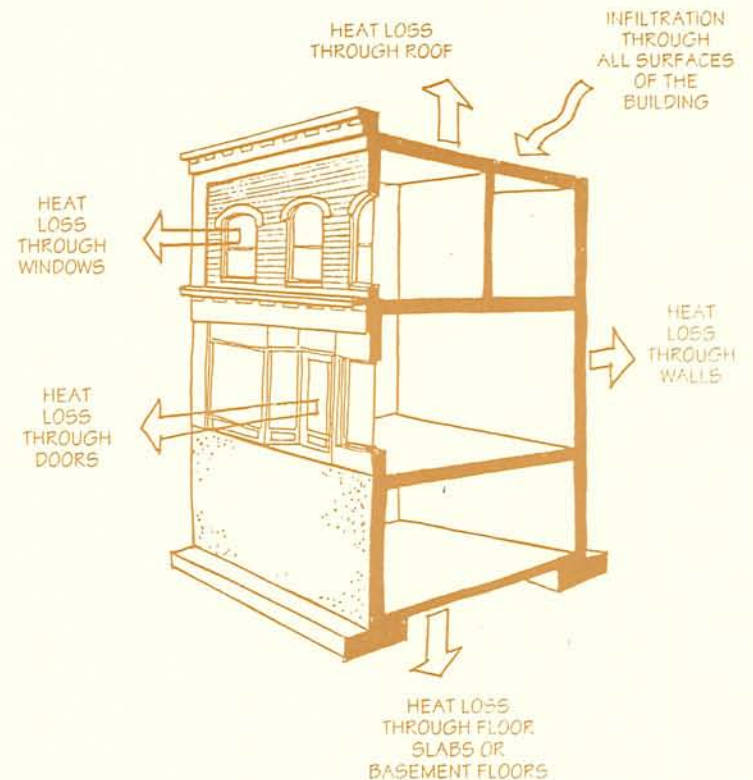
## Mechanical, Electrical, and Plumbing

Heating, ventilating, and electrical systems are becoming more sophisticated as energy conservation is foremost in today's society. It is essential that all systems be inspected by licensed contractors or engineers. Existing systems may have been altered to a condition that is impossible to evaluate by a layperson. Expansion of store area also dictates an investigation of the system's capacity. Store owners should also be aware that spending more money on efficient systems will mean cost savings on a daily basis. All systems must satisfy both the Wisconsin State Building Code and regulations as determined by the City of Dodgeville.

## A Word of Warning

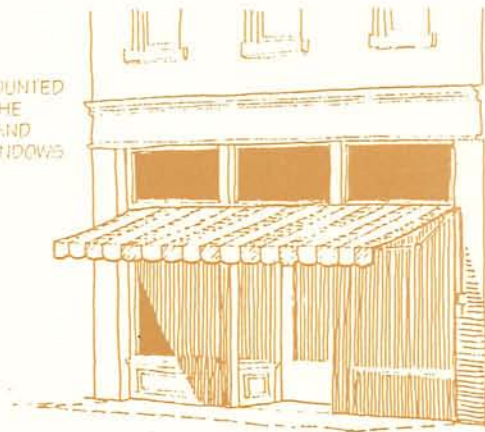
Maintenance and repair of existing buildings often require removal of undesirable or damaged materials. Dodgeville's buildings were constructed before asbestos was discovered to be a hazardous material. Not only is it unhealthy to remove certain forms of asbestos, it is unlawful. If asbestos or materials containing asbestos is suspected, notify an architect or contractor. They can verify its presence and recommend a certified asbestos removal company.

## HEAT LOSS AND INFILTRATION

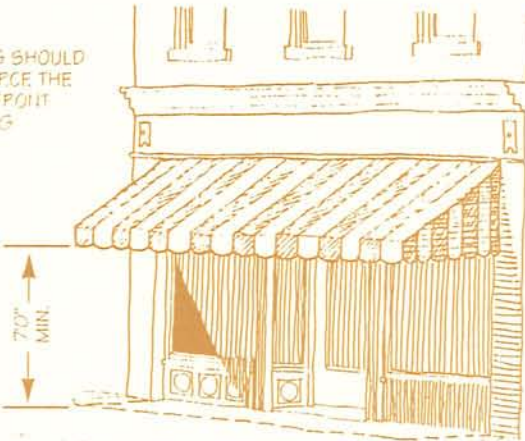


# Awnings

AWNING MOUNTED  
BETWEEN THE  
TRANSOM AND  
DISPLAY WINDOWS



AWNING SHOULD  
REINFORCE THE  
STOREFRONT  
OPENING



The canvas awning was an important element in the traditional storefront. It provided shelter for pedestrians from sun and rain, added color, and acted as a transition between the storefront and the upper facade. The awning can also be used as a location for building signage.

If an awning is to be used, its shape should reinforce the frame of the storefront opening. It should be attached below the storefront cornice or sign panel and should not cover the piers on either side of the storefront. The standard street level awning should be mounted such that its valance is approximately eight feet above the sidewalk and it projects out between 4 and 7 feet from the building, but no closer to the back of street curb than two feet.

The awning can also be a useful tool to disguise inappropriate storefront alterations while maintaining the proportions of the traditional storefront.

Awnings are available in several materials and colors of varying cost and durability. They are also available in a variety of profiles. However, the traditional commercial awning material is canvas and its profile is the watershed design. Other profiles tend to be too contemporary when placed on a traditional facade.

Awning color should be selected to insure compatibility with your building and with the color of adjacent buildings.

EAST SIDE OF HISTORIC IOWA STREET



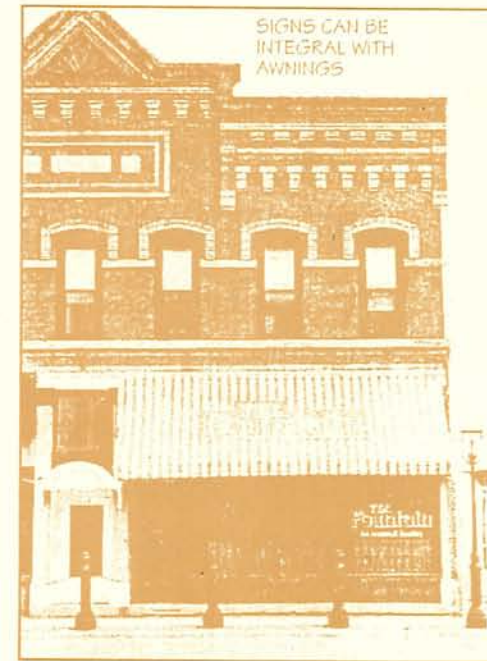
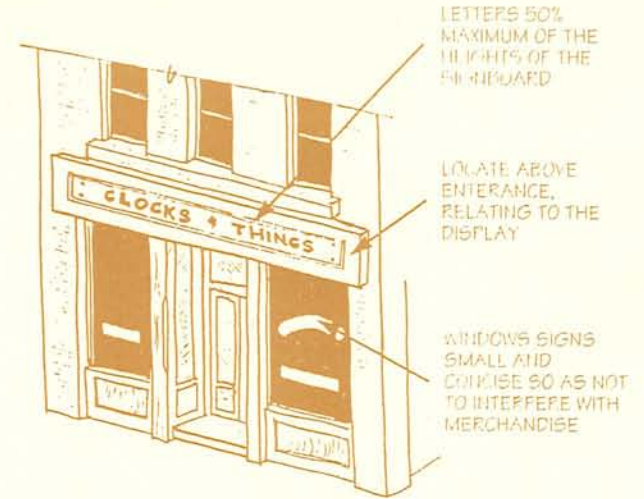
# Signage

Signs are important to the store owner for reasons of advertising, identity, and image. As they are an extremely visible element of the storefront, signs must be used carefully so as not to detract from facades. With a little forethought and careful planning, signage can embrace other store owners needs and Dodgeville's image.

## Placement

Storefronts should be limited to two signs - one primary and one secondary. The primary sign should be located above storefront display windows but below the sills of second floor windows. On many examples of turn-of-the-century buildings a continuous brick ledge or corbelling is used to separate the second floor and above from the storefront below. This space is ideal for sign placement, as it was often created for this purpose. In some instances, newer buildings contain areas above the highest windows for signage. This location is acceptable but should be avoided if possible, as a great majority of Dodgeville buildings were designed to accept signage above the display windows.

Another option for a primary sign location can be an awning, provided the awning is properly integrated with the building. Types of secondary signage include hanging, window, awning, or any sign that is located below the primary sign. If a projected sign is planned, placement will be critical to avoid interferences with adjacent signs and architecture of the storefront itself. These signs should be located so the bottoms are no less than eight feet above the sidewalk. Window signs should consist of a material and color that contrasts with the display, while being small enough to not interfere with display area. Awning signs may consist of eight inch letters, and are often an integral part of the awning pattern and style.



Avante Garde

**Bauhaus Bold**

Bookman

**Eras Bold**

Eurostile

Goudy

Helvetica

*Kaufman*

*Mistral*

Optima

*Parisian*

Palatino

Post Antiqua

Serif Gothic

Stone Sans

Times

University Roman

*Zapf Chancery*

## Size

Big does not necessarily mean powerful. Primary signs of proper size can combine with the entire storefront to become more meaningful than just the sign itself. The sign must be subordinate to the building, not the opposite. Actual size may vary, but signboards, if used, need not exceed two and a half feet high. This size is appropriate for distances the sign will be read from in the downtown setting. Letters should be not less than eight inches nor more than eighteen inches high. Lettering should account for at least fifty and no more than sixty five percent of a signboard.

## Letters

Letter styles are numerous and vary tremendously. The store owner should have no problem finding a style representing the desired image. Letters are also available in many colors. Choose a color that compliments the building as well as contrasts with the background of the signboard. Light letters on a dark background provide the easiest reading whether they are internally illuminated or illuminated from an external source. Because of the large variety of letters and letter types, it is recommended that a sign or advertising company be utilized.

## Message

Messages should be kept simple in content. The major function of the sign is to introduce the storefront and its contents. Wording should be minimal, and slogans avoided. Descriptive words should be used rather than providing listings of items to be sold. Simple wording is easily read by pedestrians and street traffic without becoming distracting.



## Sign Ordinance

The City of Dodgeville has enacted a code that is explicit concerning types, sizes, construction, and placement of signs. Signs that cannot be used are: flashing, moving, swinging, projected, painted wall signs, or roof signs. Flood-lit signs are also prohibited unless the lights are shielded from view. Obscene signs, and those that resemble official traffic signs are not allowed to be used.

Construction of signs is subject to the City of Dodgeville Zoning Code 17.26 and the 1984 National Electric Code. Signs that are not installed against a wall should withstand windloads of 30 pounds per square foot. No sign is allowed to swing in any direction. Ground mounted signs can be no lower than ten feet from grade. No sign shall project beyond the street right-of-way. Window signs should cover less than 50 percent of the window itself. Any sign requires a permit before installation. Wall painting may be approved if they are without advertising, however, reproductions of old product signs, such as Coca Cola or Wrigley Chewing Gum may be considered.

## 17.26 Signs and Billboards

(1) **PERMIT REQUIRED.** No sign except official signs, such as traffic control and parking restrictions, information and notices required by State and Federal regulations, shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a permit, and without being in conformity with the provisions of this section. Application for such permit shall be made to the City Clerk, to be acted upon by the Building Inspector. Except as specifically indicated to the contrary, there shall be a \$10 fee for such permit.

(2) **SIGNS IN RESIDENTIAL AND AGRICULTURAL DISTRICTS.**

(3) **SIGNS IN BUSINESS AND INDUSTRIAL DISTRICTS.** Signs are permitted in all business and industrial districts, subject to the following restrictions:

(A) **Signs Prohibited in Public Ways.** Except for traffic signs and signals, signs specifically permitted to project into the public way by this section, or any other sign so authorized by law, no signs shall be placed upon, over or in any public way.

(B) **Signs Not to Constitute a Public Hazard.** No sign shall be erected at any location where it may, by reason of its position, shape, color or other characteristics, interfere with, obstruct the view of, or be confused with any authorized traffic sign, traffic signal or other traffic device, nor shall any sign make use of the words "stop," "danger" or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic.

(C) **Ground Signs.** Ground signs located on the premises shall not exceed 200 square feet on a single face or 400 square feet on all faces and must observe all applicable building setback, lines and shall not exceed 25 feet in height if located at the property line and which height may be increased by one foot for each foot of setback from the property line up to a maximum of 35 feet in height. An on-premises sign shall be defined as a sign located on the property of the business or activity to be advertised. The surface area of a sign shall be determined by the smallest number of circles, squares, rectangles or triangles needed to include or cover the entire surface area of the sign within its outer perimeter. The bottom of the sign shall be at least 10 feet above the ground.

(D) **Ground Signs Not Located on the Premises.** Except as hereafter authorized, no ground signs advertising a business located off the premises where such sign is located, other than directional signs, shall be permitted. Such directional signs shall not exceed 100 square feet on one face and 200 square feet on all faces and shall not exceed 20 feet in height. Ground signs advertising a business located off the premises where such sign is located shall be permitted along and adjacent to, within 250 feet, the U.S. Highway 18 Expressway corridor. Such signs shall not exceed 300 square feet in size and no 2 structures shall be spaced less than 200 feet apart. All applicable building setback lines shall be observed and the bottom of any of such signs shall be at least 5 feet above ground level.

(E) **Billboards on Vacant Lots.** Vacant lots upon which billboards now exist shall be maintained in an orderly fashion by the frequent and periodic removal of rubbish and maintenance of any verdure growing on the lot.

(F) **Signs Projecting Over Sidewalk.** No sign may extend more than 48 inches over any sidewalk nor closer than one foot to the sidewalk curb line, whichever is less.

(G) **Termination of a Business.** At the termination of a business, commercial or industrial enterprise, all signs shall forthwith be removed from the public view. Responsibility for violation shall reside with the property owner, according to the latest official tax roll listing.

(H) **Shopping Centers or Industrial Parks.** In a shopping center or industrial park, one free-standing identification sign may be permitted, showing the name of said center or park and the represented business or industries. The area of said sign shall not exceed 200 square feet on one face and 400 square feet on all faces. Said sign shall not be permitted within 20 feet of the right-of-way line of the street.

(I) **Surface Display Area.** The total surface display building shall not exceed 3 square feet per linear foot of width of the building frontage. In the case of a building located on a corner lot, such display area on the side facing the secondary street may be increased by one square foot per linear foot of the length of the building which faces the secondary street. Said increased permitted display area shall be used only for the erection of a permitted sign on the length of the building which faces the secondary street. Where the premises abut a parking lot, the total display area may be increased by 0.5 square foot per linear foot of width or length of the building fronting on such parking lot. Such increased display area shall only be utilized for the erection of a permitted sign on that part of the building which abuts said parking lot. In no case shall the wall area usable for sign display be in excess of 200 square feet on any one side.

(J) **Projection Beyond Building Line.** Business and industrial signs mounted on buildings shall not be permitted to project more than 48 inches beyond the building line.

(K) **Number of Signs.** No sign advertising a business other than the one operated on the premises where the sign is located shall be located on the front, rear or side walls of a building.

(L) **Directional Signs.** Necessary directional ground signs, not exceeding 4 square feet in area, may be permitted for public, charitable or religious institutions. No fee shall be required.

(M) **Lighting.** Business and industrial signs may be internally lighted or illuminated by a hooded reflector, provided, however, that such lighting shall be arranged to prevent glare, and no sign shall contain lighting of an intermittent or varying intensity. Animated signs, or signs having moving parts, or signs which may be mistaken for traffic signal devices, or which diminish the visibility or effectiveness of such traffic signal devices are prohibited.

(N) **Obstruction of Opening.** Any signs so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or opening used as means of ingress or egress, or for firefighting purposes, or placed so as to interfere with any opening required for legal ventilation is prohibited.



(O) **Street Intersections.** No sign or advertising device shall be erected or maintained at the intersection of streets in such a manner as to obstruct clear view of the intersection.

(P) **Height.** No sign shall be erected on the roof of a building nor shall the top of any sign in the City be more than 35 feet above the ground.

(Q) **Billboards.** Except as otherwise provided in this section, billboards, outdoor advertising signs or any business or industrial signs not located on the same property as the business or industry advertising shall not be permitted in any district.

(R) **Hanging Signs.** Signs shall be permitted to hang over sidewalks in business and industrial districts, provided that there shall be only one sign, not to exceed 12 square feet in area, for each business and that the bottom of such sign shall be at least 10 feet above ground level over any sidewalk that is more than 4 feet in width and at least 12 feet above ground level over any sidewalk that is 4 feet in width or less.

(4) **EXISTING SIGNS.** Except for signs located on business premises advertising businesses which have moved from the premises and except for signs located off the business premises advertising businesses which have ceased to operate in the City and except for signs covered by sub. (3)(b), (g), (n) and (o) above, which foregoing listed classes of signs shall be removed within one year of the adoption of this section, all other signs existing as of the date of this section shall be permitted to be continued. Such signs may be maintained and repaired, but may not be replaced or enlarged. The advertising content of such signs may be changed from time to time as well.

(5) **VARIANCE.** The Board of Zoning Appeals is hereby authorized to grant variances to the provisions of this section on whatever terms and conditions it deems reasonable. The same procedures shall apply for appeals hereunder that apply for other appeals to the Board and there shall be a \$100 filing fee for such appeals.

(6) **PENALTY.** Any person convicted of a violation of any provision of this section shall forfeit the sum of not less than \$25 nor more than \$200 and, in case of nonpayment of such forfeiture, shall be imprisoned in the County Jail for not more than 10 days. Each day of noncompliance or violation shall constitute a separate offense.

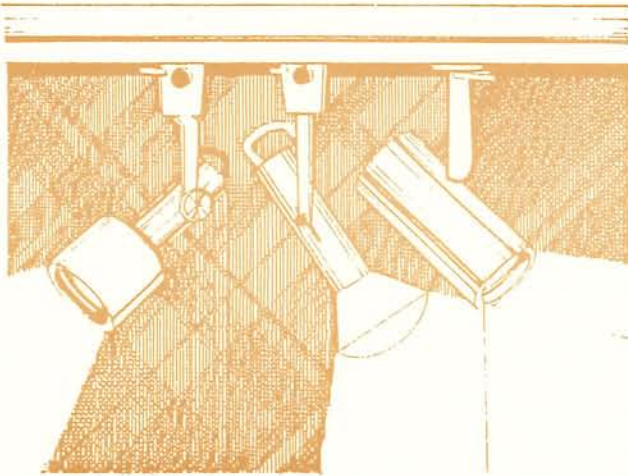
# Lighting

Lighting on the building facade is an important element when considering visibility in the evening hours. Generally the street lighting installed by the city provides good illumination of the overall building facade.

To attract attention to the storefront area there are a couple of traditional methods of lighting:

- Well lit display windows
  - Attract attention to items in your window
  - Residual light washes the sidewalk and attracts pedestrians
- Light over the recessed entry door
- Lighted signage in the window
  - Neon

Storefront lighting should be tastefully done either to highlight your product, your building, or your signage. Flashing lights, flashing signage, or excessively bright lights are not appropriate.



# Blank Sidewalls of Buildings

The introduction of vehicular and pedestrian circulation routes, as well as adjacent building demolition will create a potential problem of exposing sidewalks. These walls are more difficult to aesthetically treat because there is less to work with. Trim is held to a minimum, and there generally are few windows, doors, or other features to treat. One must also realize sidewalk mounted signs are to be avoided due to City ordinances. However, there are several treatments that can be used to help "dress up" a blank wall.

## Painting and Cleaning

If it is determined that the wall in question contains sufficient architectural elements to leave unaltered, cleaning and painting may be satisfactory. Cleaning, painting, and repair of wood and metal trim will compliment the remainder of the wall.

## Graphics

Nonadvertising graphics are permitted by the City of Dodgeville. However, wall graphics can easily be visually unappealing if done incorrectly. Too many colors, colors used incorrectly, proportion, and the type of graphic can become distracting and sometimes worse than a blank wall. We strongly urge the following:

1. Submit a colored and correctly scaled drawing of the graphic and sidewalk for review and approval of this committee.
2. The graphic relates directly to the store's product or intent. This assigns a definite purpose to the graphic, other than merely covering a wall.

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*"There are several treatments that can be used to help "dress up" a blank wall."*

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## Continuation Of Storefront Elements

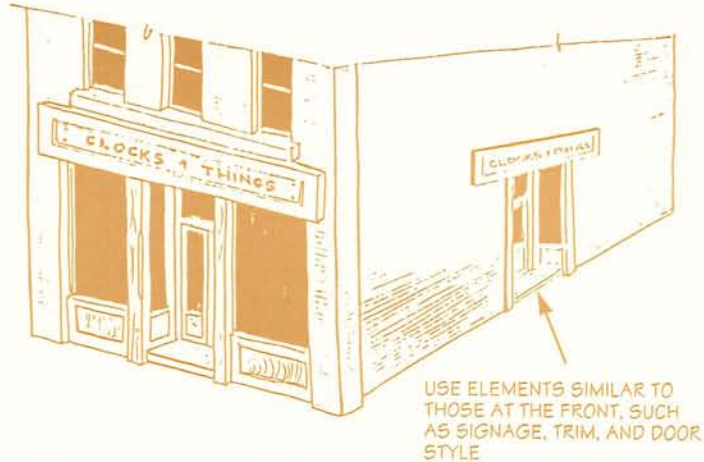
Strong storefront elements can be copied and extended across the sidewall. Examples are facade trim, window head millwork, wall accent, trim, or paint color. The introduction of these elements add a horizontal or vertical rhythm, and interrupt an otherwise monotonous wall. This also prepares the pedestrian for what they will see when approaching their storefront.

## Doors And Windows

When a sidewall is exposed, and is adjacent to parking or pedestrian access, the introduction of a door would serve not only as an entrance, but would add interest to the wall as well. The door should include time and other physical amenities to invite use and avoid the appearance of a hole in the wall. The addition of windows visually opens the wall and buildings interior to the pedestrian. Caution should be used when adding doors, windows, and their amenities to avoid competing with a main entrance.

## Landscaping

If the sidewalk is clean and not bland enough to warrant the addition of storefront elements or doors or windows, landscaping is an economical solution. When designed and installed professionally, landscaping can add rhythm, pattern and concealment. Landscaping can be used in conjunction with other treatments. It should be noticed that landscaping requires maintenance and is susceptible to damage.



# Landscaping

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

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

Consult with a qualified nursery to select plantings which will perform well given the locations and conditions of your site.



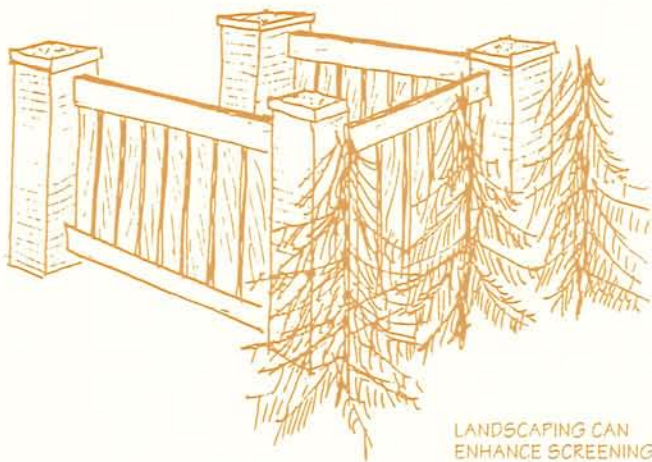
VEGETATION CAN DRESS UP A WALL, CONCEAL MINOR DAMAGE, AND "DIRECT" PEOPLE TO THE PROPER ENTRANCE.

# Visual Screening

Many places of business require outside appurtenances that often prove unsightly. Trash receptacles, condensing units, electrical transformers, and others are obtrusive and often impair pedestrian traffic. As essential as they may be, these objects do little to add to the aesthetics of the building. There are several methods of reducing their negative affects.

1. *Elimination.* If possible, eliminate these objects. Trash receptacles can be located inside if there is a space available without endangering health or creating an odor problem. Air conditioning condensers can be roof mounted and electrical transformers can be installed inside the building. However, this is a costly procedure as transformers must be housed in a fire-rated and ventilated area.
2. *Placement.* The most economical method of "screening" is placing unwanted objects away from pedestrians and vehicular traffic. Consideration should be given to access for maintenance and pickup especially if the objects in question are trash receptacles. Attention should also be given to adjacent property owners and their pedestrians and vehicular traffic patterns.
3. *Concealment.* In many instances, trash receptables, condensers, or transformers must occupy the same general area desired for pedestrians. The only option is concealment. There are many visual barriers available on the market. Wood fences, or metal fences with wood or plastic slats are a few. these are acceptable, but a preferable method is to construct visual barriers with materials consistant with the adjacent building. A blending of materials is more compatible with the storefront. Another method of concealment is the use of landscaping. With professional assistance, the proper pattern and species of plants can be realized. It should be noted, however, that landscaping will need care.

USE OF ADJACENT BUILDING MATERIALS, SUCH AS BRICK AND WOOD, VISUALLY TIES THE SCREENING TO THE BUILDING



LANDSCAPING CAN ENHANCE SCREENING

# Pedestrian Access

Building and business identity are important considerations to the store owner. Access must also be considered important to insure convenience, safety and repeat business of the customer. Pedestrian access must be associated with parking and a clear identity of entry points.

## Front Entrances

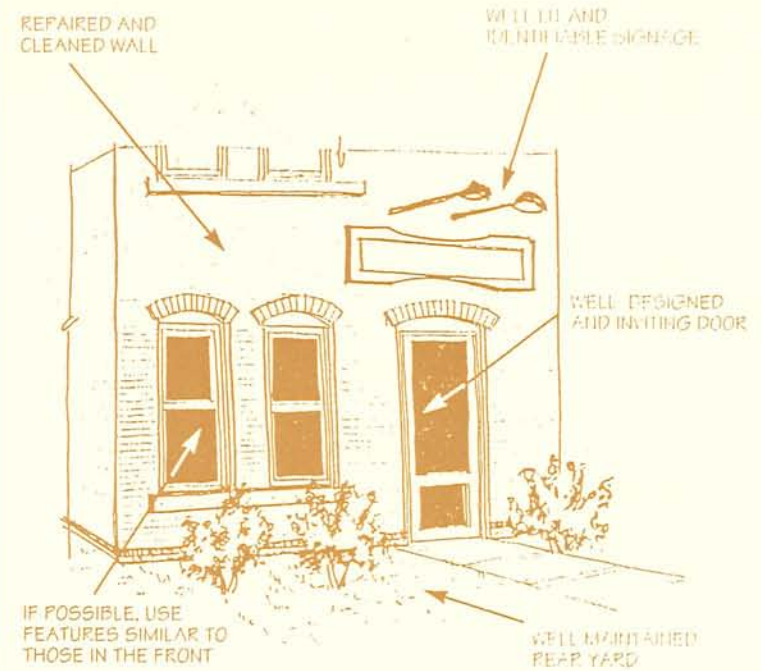
If at all possible, the front entrance should be the most important. Front entrances are integral to storefront design, giving the street the "hometown" image, inviting browsing and window shopping. Canopies, color, signage, and proportions of the building can combine with the front entrance to create a strong image.

## Rear and Side Entrances

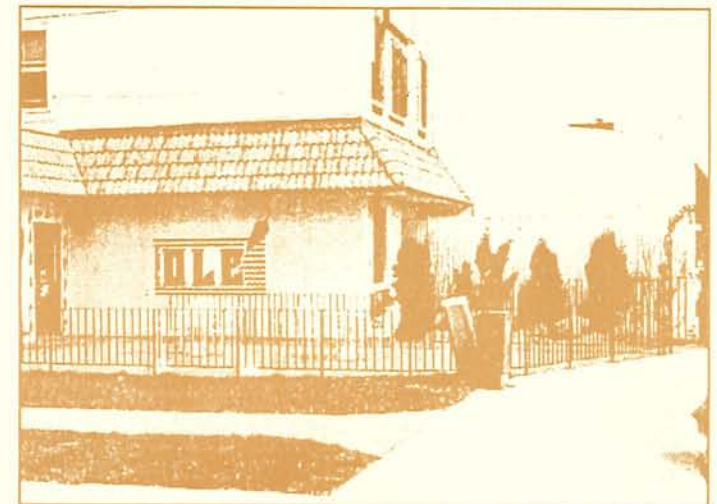
Dodgeville's busy streets, particularly Iowa Street, are busy enough to warrant rear or side entrances. These entrances are conveniently accessible to more parking than that in the front. For this reason, rear and side entrance treatments should include the entire exposed rear and side walls for identity. The potential impact of these walls is often overlooked.

A combination of front entrances with side or rear entrances is called "double fronting." There are certain advantages to double fronting:

1. Circulation patterns are enhanced
2. Better access to offstreet parking
3. Store identity is created on more than one side of the building



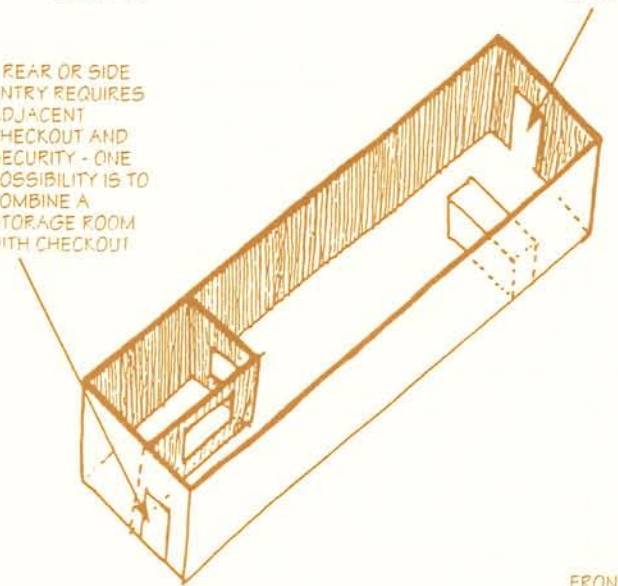
REAR AND SIDE ENTRANCES CAN BE CONVENIENT TO PARKING AND ENHANCE USER CIRCULATION



## DOUBLE ENTRY

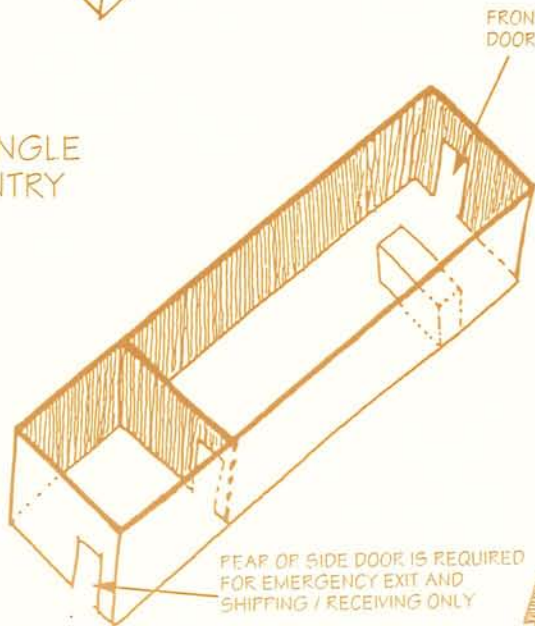
\* REAR OR SIDE ENTRY REQUIRES ADJACENT CHECKOUT AND SECURITY - ONE POSSIBILITY IS TO COMBINE A STORAGE ROOM WITH CHECKOUT

FRONT DOOR



## SINGLE ENTRY

FRONT DOOR



FEAR OF SIDE DOOR IS REQUIRED FOR EMERGENCY EXIT AND SHIPPING / RECEIVING ONLY

Double fronting can also create disadvantages:

1. Initial cost of remodeling is increased
2. Maintenance costs are increased as additional doors, windows, and sidewalks are created
3. Security problems increase

Front, side or rear entrances must share a common characteristic of presenting an attractive door to the pedestrian. Usually, the best doors are the original units properly maintained and repaired. If these are beyond repair, new doors can be made to closely resemble the original doors. Another option is to use simple, cleanly designed aluminum doors that will not detract from existing wall treatment. The so-called Colonial Georgian, or Early American doors are poor representatives of their namesake.





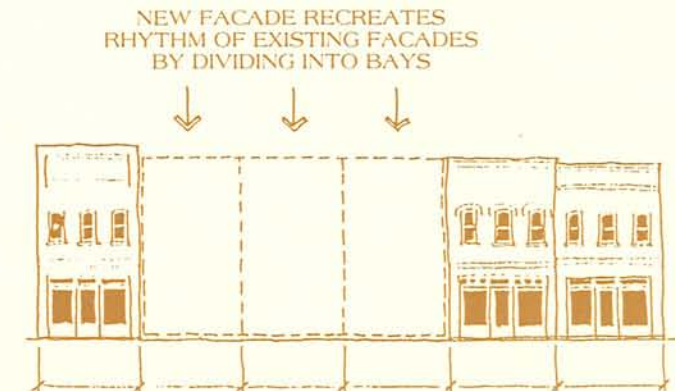
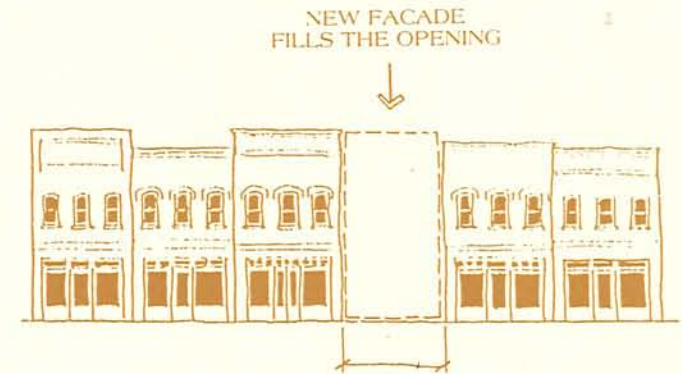
# Infill Structures

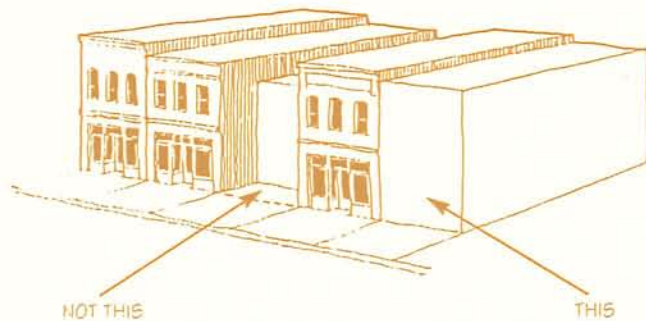
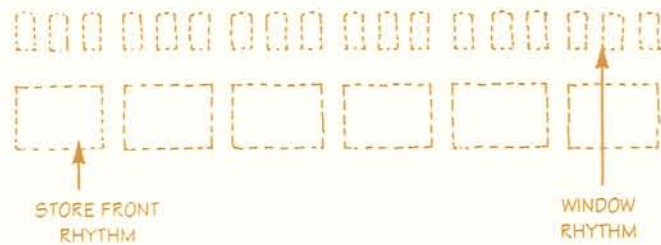
New construction on vacant lots in downtown should be encouraged. The success of these buildings can be enhanced by recreating the original rhythm of existing building facades. It is important that individual buildings act as part of the entire street facade. When a building is missing and a parking lot or park takes its place, the streetscape is disrupted where these obvious "holes" exist.

The design of new buildings must be appropriate and compatible with neighboring buildings. Because these infill buildings are new they should look new and not attempt to duplicate historic structures. Their appearance, however, should be sensitive to the characteristics of its surrounding buildings. Infill structures must take design cues from existing architectural parameters already established in downtown.

## Proportion

The height and width of infill structures will be determined by the proportions of buildings immediately adjacent. Height should be the same as adjacent buildings. Width should fill the entire void between buildings. If the void is very wide, the facade should be broken up into discernible bays which mimic the rhythm of facades on the streetscape.





NEW FACADES ARE BUILT FLUSH WITH THE EXISTING STOREFRONTS

## Composition

The organization of elements of new facades should be similar to that of surrounding facades. Storefront cornice heights, cornice heights, bulkhead heights, rhythms that exist throughout the block should be carried out in the new facade. Existing window opening patterns of the upper facade and existing window openings of the lower storefront should be acknowledged in the new design. The ratio of window opening to solid wall should also be in keeping with nearby buildings.

## Building Setback

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

## Materials

The most dominant building material in downtown Dodgeville is brick, although there are a few limetstone structures. Infill facades should be constructed with materials similar to the material in adjacent facades. Infill buildings should not stand out from the others. Material color should be chosen that is compatible with that of adjacent facades.



# Building Codes

Remodeling of existing or the construction of new structures must comply with building codes. The City of Dodgeville Building Code and the State of Wisconsin Department of Industry, Labor, and Human Relations Building and Heating code are two that will always apply. Eating establishments will also comply with the Wisconsin Department of Health. As structures over 25,000 cubic feet in volume require state approval with plans prepared by an architect or engineer, (with some exceptions) it is these professionals responsibility to insure code compliance. However, it is beneficial for the store owner to become aware of several regulations which affect floor layout and material.

## Exits

Except for small storage and equipment mezzanines, all floor levels must have at least two exits. All exit corridors must be at least three feet eight inches wide, and all exit doors must be at least three feet wide. Exit doors must swing outward and in the direction of exiting in buildings containing more than twenty five people. Locks on the inside of exit doors are not permitted unless the lock mechanism can be operated by a thumb turn or similar device. Exits must be clearly identified with exit lights or signs.

Depending on the size and construction of the building, stairways and duct shafts must be enclosed by walls and doors of a fire rated construction. The enclosure must extend from the lowest level of the structure to the highest level.

## Handicapped Access

Depending on the amount of remodeling, existing toilets must be made handicapped accessible, according to the Americans with Disabilities Act (ADA).

# ADA

## Americans with Disabilities Act

The Americans with Disabilities Act (ADA) was written to establish standards and procedures to end discrimination against disabled people in privately-owned commercial buildings and places of public accommodation. It became law on July 26, 1991 and had an effective date of January 26, 1992. Quoting from the Act, "the ADA codifies guidelines for accessibility to places of public accommodation and commercial facilities for people with disabilities."

The basic intent of the act is to have new buildings and buildings that are being altered readily accessible and usable by individuals with disabilities. It does not require new construction or alterations specifically for this act but, rather, when a public accommodation or privately-owned facility undertakes construction of a facility subject to the act, the newly constructed or altered facility must be made accessible.

The ADA as a whole is an all-encompassing document addressing building and toilet room accessibility, parking areas, ramps, stairs, etc. Only those sections of the ADA pertaining to toilet rooms will be covered here.

Facilities are subject to the requirements of the ADA if they are designed and constructed for first occupancy after January 26, 1993. This requires that the last application for building permits, or permit extensions, is certified to be complete after January 26, 1992 and, in addition, the first certificate of occupancy is issued after January 26, 1993. Alterations must conform to the act if physical alterations were initiated after January 26, 1992.

The act applies, in part, to the following: 1) Public accommodations, 2) commercial facilities and 3) private facilities that offer examinations or courses, licensing or certification for education, trade or professional purposes. The act does not apply to a private club (except where made available to the public), religious or public entities.

Paraphrasing some of the applicable definitions:

Disability with respect to an individual means a physical or mental impairment that substantially limits one or more of the major life activities. Specifically mentions, in addition to physical disabilities, are mental impairment and psychological disorders, physiological disorders affecting body systems and, in addition, people that have none of the impairments listed in the act, but are treated by society as being impaired.

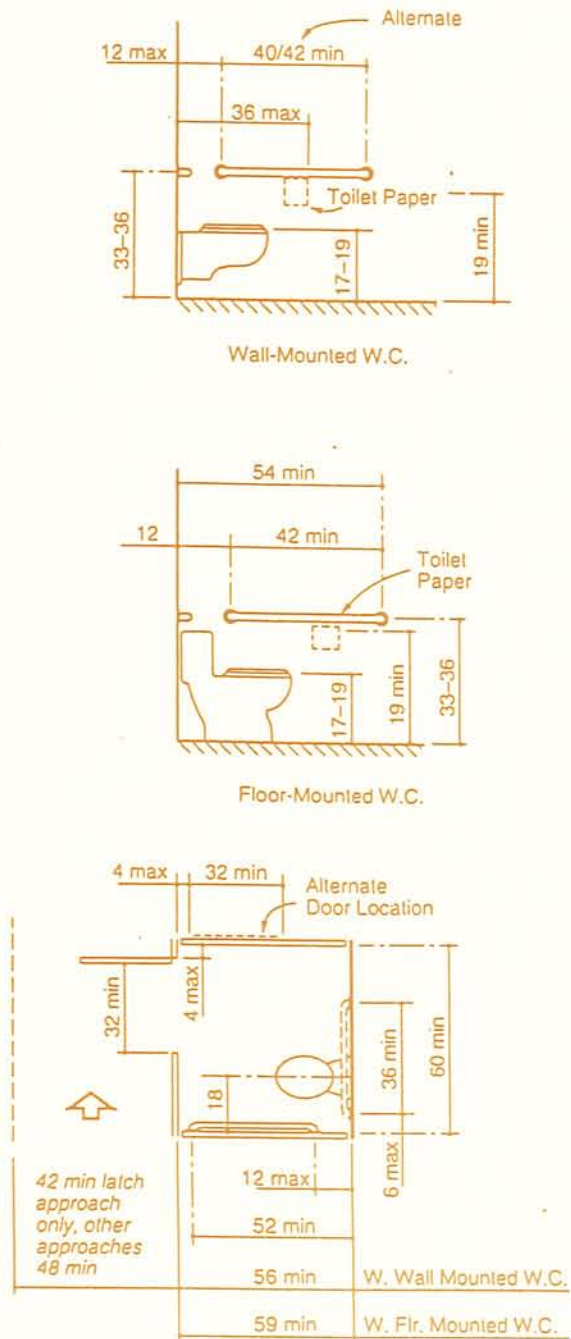
A commercial facility is one that affects commerce, is intended for non-residential use by the private sector and is not covered under the Fair Housing Act of 1968.

A place of public accommodations includes, in part, any facility operated by the private sector whose operations affect commerce, such as places of lodging, establishments serving food or drink, places of entertainment or exhibition, places of public gathering, sales or rental establishments, transportation depots or terminals, buildings for public display or collections, parks, zoos, places of education, nursery, and places of recreation.

An alteration is a change that affects or could affect the usability of a building or facility or any part thereof. Minor changes, such as painting, do not affect usability. If individual elements are altered, only those elements altered must comply. There is a clause that requires compliance to the "maximum extent feasible" for an occasional case where it is "virtually impossible" to fully comply.

## Americans with Disabilities Act Definition

Figure 1 – Water Closets



The requirements which follow have been established specifically for plumbing fixtures:

#### Water Closets

Clear space for water closets and other dimensions shall be as shown in Figure 1.

The height of the water closet shall be 17 to 19 inches from the floor. A height of 18 inches is generally recognized as a reasonable compromise.

The flush control shall be hand or automatically operated, and the control mounted on the wide side of the toilet and be a maximum of 44 inches above the floor.

For commercial facilities, when toilet stalls are provided, at least one shall comply with ADA. Where six or more are provided, an additional stall, 36 inches wide, shall be provided for use of people with crutches.

#### Urinals

Urinals shall be of the elongated rim type, with the rim a maximum of 17 inches above the floor.

The flush control shall be hand or automatically operated, and the control be a maximum of 44 inches above the floor.

When urinals are provided, at least one shall comply with ADA.

### Lavatories

Clear space and other dimensions for lavatories shall be as shown in Figure 2.

Lavatories shall be mounted with the rim or counter surface no higher than 34 inches above the floor.

Faucets shall be of the lever, push-to-open or automatic type. Self closing faucets shall be open for a minimum of 10 seconds.

Clearance of at least 29 inches from the bottom of the apron to the floor shall be provided.

Pipes shall be configured and insulated as required to protect against contact.

### Drinking fountains/Water coolers

Spouts shall be mounted no higher than 34 inches above the floor.

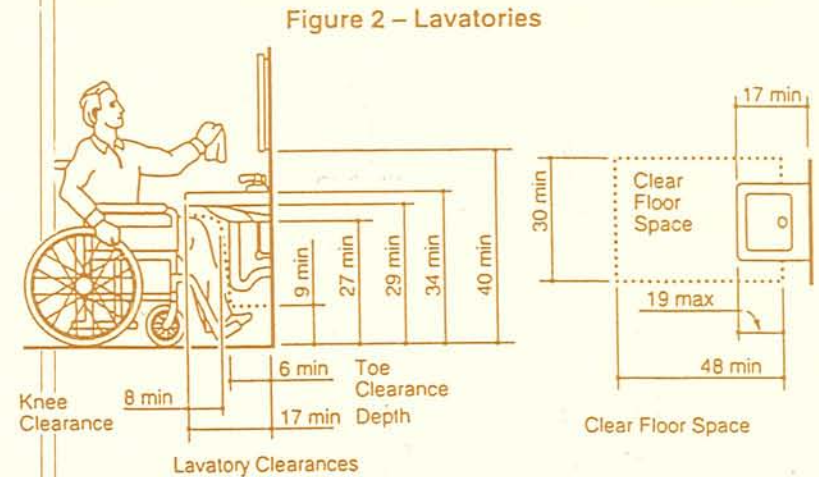
The spout shall be mounted in the front of the unit.

The arc of water shall not be more than 4 inches high and the flow shall be within 3 inches of the front edge.

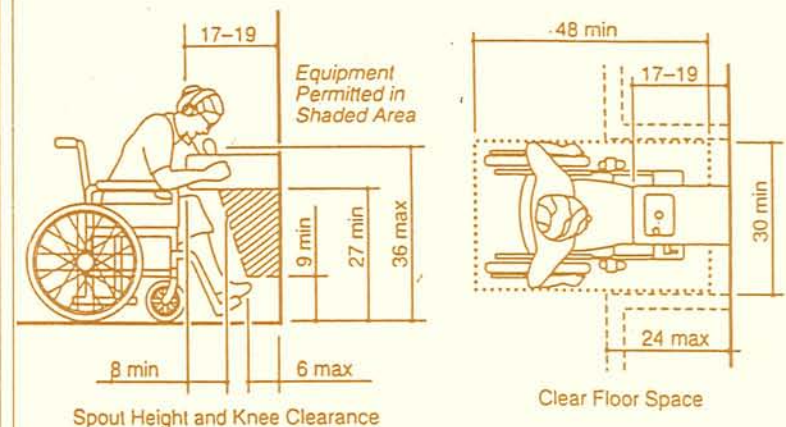
Controls shall be front or side mounted near the front edge.

Clear space and other dimensions for lavatories shall be as shown in Figure 3.

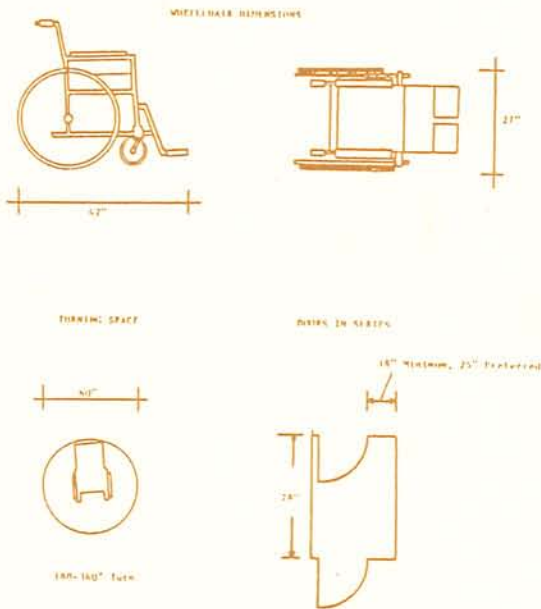
For drinking fountains, where only one is to be provided, it must be accessible to both wheelchair and individuals who have difficulty bending, such as a "hi-lo" type unit. Where more than one is to be provided, 50 percent shall comply with these provisions.



**Figure 3 – Drinking Fountains and Water Coolers**



## WHEELCHAIR CLEARANCES



## Sinks

The top shall be no higher than 34 inches above the floor.

The bowl shall be a maximum of 6½ inches deep.

Clearance under the bowl is the same for lavatories.

It should be noted that separate toilets for males and females are not required unless there will be more than twenty five people occupying the building at the same time. Under these conditions, separate toilets are optional. If a multiple person toilet is planned, compartments must be of minimum inside dimension. The most typical is three feet wide and six foot six inches long. Grab bars and handicap equipped fixtures must be provided.

## Materials

Wall, ceiling, and floor finishes must meet or exceed flame and smoke test ratings that are recognized by the state. All materials are labelled by the manufacturers as to what ratings are achieved. An architect or interior designer will recommend suitable materials that comply.

Glass installed in or near doors, or near floors must be tempered or laminated. The owner must be aware that replacement glass must also have "safety glazing," as considerable legal action has resulted from injury.

Toilet room materials must be water impervious. Floors and baseboards must be finished with surfaces such as ceramic or quarry tile, or sealed concrete. There are state approved vinyl bases available. Ceilings must be drywall, or metal or vinyl faced ceiling tile. Walls should be tile or painted masonry or drywall.

## Fire Restrictions

The Dodgeville building inspector and fire department will inspect the premises for the presence of fire extinguishers, unobstructed exit paths, illuminated exit lights, and other items related to fire safety. General configuration of the store and construction type may require sprinkler installation.



# Appendix A

## The Secretary of the Interior's “Standards for Rehabilitation”

*The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.*

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic 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.

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“*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 and cultural values.

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The Secretary of the Interior's publication on "Guidelines for Rehabilitating Historic Buildings" is available at the Revitalization Program Office.

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7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



# Appendix B

## Tax Credits

Owning a historic property in Wisconsin carries with it several benefits. One of these is the ability to participate in federal and state income tax incentives programs for rehabilitation of historic properties. Currently, there are three programs available to owners of properties that are listed in the national or state registers of historic places, or that may be eligible for listing in the national register. These programs are:

### Federal 20% Historic Rehabilitation Credit.

A 20 percent federal investment tax credit (ITC) for rehabilitation of income producing historic buildings.

### Wisconsin 5% Supplement to Federal Historic Rehabilitation Credit.

An additional 5 percent Wisconsin investment tax credit (ITC) for persons who qualify for the 20 percent tax credit - *and* who begin actual rehabilitation work after January 11, 1989.

### Wisconsin 25% Historic Rehabilitation Credit.

A 25 percent Wisconsin investment tax credit (ITC) for persons who rehabilitate non-income-producing historic properties, *and* who begin actual rehabilitation work after January 11, 1989.

There is also a program available to owners of properties which are not listed in the national register:

### Federal 10% Non-Historic Tax Credit.

A 10 percent federal investment tax credit (ITC) for persons who rehabilitate income-producing buildings which are built before 1936.

The rules for applying for these programs vary; furthermore, they are subject to change. A complete recitation of the rules governing these programs is beyond the scope of this summary. If you own or plan to own property built before 1936, the Revitalization Program and the Division of Historic Preservation will be happy to assist you in participating in these programs.

## Program Requirements Federal 20% Rehabilitation Credit -plus- Wisconsin 5% Supplement

- Property must be historic. Must be: listed in National Register within National Register district; or determined eligible for National Register through Part I application process
- Minimum investment. You must spend: at least as much as the adjusted basis of the building; or \$5,000, whichever is greater
- Must comply with Secretary of the Interior's Standards for Rehabilitation
- Formal application is required
- Property must be a building.
- Property must be income-producing. Must be dependable, by IRS standards.
- Cannot sell building or destroy its historical significance for five years or repay tax credit to IRS, prorated over 5 years.
- May apply after work is begun to receive federal 20% credit; must apply before work begins to receive additional Wisconsin 5% credit.

Wisconsin Main Street Program  
123 West Washington  
Madison, Wisconsin 53707  
608•266•2971

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The State Historical Society  
816 State Street  
Madison, Wisconsin 53702  
608•262•2971

## References

- Dodgeville Sign Code City of Dodgeville
- D.I.L.H.R. Wisconsin Administrative Code - Building, Heating, Ventilating and Air Conditioning
- “Birthplace of a Commonwealth,” by Jack Rudolph, 1976
- The State Historical Society of Wisconsin
- Wisconsin Main Street Program
- Museum of the Iowa County Historical Society
- Dodgeville Library
- An Intensive Architectural and Historical Survey by Mary E. Taylor for the Southwestern Wisconsin Regional Planning Commission.

## Acknowledgement

Line drawings of Dodgeville Streetscape by Jennifer Boeke, Morning Glory Fine Art, Dodgeville, Wisconsin.

# DODGEVILLE

## • REVITALIZATION PROGRAM APPLICATION •

Application for:  
Low Interest Loan or Design Assistance

Name \_\_\_\_\_ Date \_\_\_\_\_

Name of Business \_\_\_\_\_

Type of Business \_\_\_\_\_

Current Business Address \_\_\_\_\_

Current Residential Address \_\_\_\_\_

Phone: Business \_\_\_\_\_ Residence \_\_\_\_\_

Type of Assistance Sought:      Loan              Design

The Revitalization Program Design Committee is dedicated to improving the visual aspects of downtown Dodgeville while maintaining its integrity. We want to be sure that all improvements to buildings, both exterior and interior, are done with quality and preservation when possible.

We ask that all applicants agree to the following:

1. Contact the Revitalization Program Office to review a slice show before drawings have begun; sign and submit this application.
2. Review established design criteria with your contractor or architect and apply them to the project.
3. Submit drawings to design committee for approval prior to ordering materials.

The design committee has architects and designers available as part of our free design assistance program if you need them. Please contact the Revitalization Program Manager if you need help 608/935-9200.

Signature of Applicant \_\_\_\_\_

Signature of Program Manager \_\_\_\_\_

The Design Committee has reviewed your remodeling/restoration project and is pleased to advise you that we have approved the drawings and have notified the lender of same.

Revitalization Program Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Notes

• To financial institution:  
Please submit to the Revitalization Program office a note as to the amount of commitment to the applicant.



Iowa Street looking north, circa 1910, before East Merrimac Street was pushed through at the location of the 4th and 5th buildings from the extreme right.



Iowa Street looking north at Division Street, circa 1938-40. Dodgeville didn't lose many historic buildings after this photo was taken, but, the facade changes were often not in keeping with their historic surroundings.