

DOWNTOWN WATERLOO

DESIGN GUIDELINES

A guide to renovation and restoration projects in Downtown Waterloo

POWERED by
MAIN STREET WATERLOO

212 E 4th St
Waterloo, IA 50703
319-291-2038

Design@MainStreetWaterloo.org



WHO IS MAIN STREET



Recognizing the area's potential for economic development, Main Street Waterloo, a Main Street organization, was founded in 1996. It is a collaboration of businesses and property owners, concerned citizens, and local government working together to promote economic strength and community pride in Downtown Waterloo.

Main Street Waterloo is one of more than 50 Iowa communities which participate in the preservation-based, economic development Main Street program to preserve their downtowns and recapture a sense of place. The successful Four-Point Approach was developed by the National Trust Main Street Center. Main Street helps communities:

- Build an effective volunteer-driven downtown management **ORGANIZATION** guided by professional staff, with broad-based public and private sector support
- Enhance the **DESIGN** and appearance of downtown through historic preservation
- Create a unified, quality image and develop **PROMOTION** strategies that bring people downtown
- Retain and strengthen existing downtown businesses, recruit appropriate new businesses, and develop appropriate **ECONOMIC DEVELOPMENT** strategies to sustain the economic vitality of the downtown.

MISSION STATEMENT

Main Street Waterloo is dedicated to maintain and enhancing the vitality of our downtown center.

VISION STATEMENT

Main Street Waterloo is committed to being a thought and resource leader to assist downtown in becoming a vibrant place to live, work and play by leveraging the assets of historic buildings, transportation infrastructure, leisure facilities and resources.

D O W N T O W N
W A T E R L O O

contents



2	Who is Main Street
4	Introduction
5	Downtown Waterloo Design Review Area
6	Local Resources and Tools
7	Intent and Purpose
8	Design Review
10	Project Design
13	Facade Repair and Care
14	Exterior Paint
15	Doors and Windows
16	Awnings
18	Signage
23	New Construction
26	Auxiliary Functions
27	Public Art
28	Design Approval Process
29	Inappropriate Alterations
30	Project Chart
31	Glossary
33	Building Materials
34	Contact Information

INTRODUCTION



Across America, communities are revitalizing their downtown, main street and city center areas. Waterloo is proud to be a part of this trend in reinvigorating the city center with a variety of restaurants, businesses, retail shops and housing within our historic downtown. Already many of Waterloo's city center structures have been rehabilitated to enhance the quality of life as well as the communities economy.

As this trend continues, the Main Street Waterloo Design Council recognizes responsibility in being a constructive part of economic development by continuing to leverage the character of historic buildings and walkable spaces.

To preserve the unique character of our historic commercial district, these design guidelines have been developed. This document can be used as a tool to help provide consistency and a baseline for approval and feedback and aid the future development of the Main Street Waterloo district. These guidelines are intended to keep the unique character of the historic commercial district while simplifying local ordinances to help property owners and contractors design improvements that will maximize business revenues and compliment the overall district, creating a welcoming environment for residents, customers and visitors to downtown.

A review by the Main Street Waterloo Design Council is required in order to receive a permit from the City. The council's expertise is a resource for guidance through the City's permit review process and is free of charge.

All businesses located in the downtown Waterloo district are welcome to take advantage of expert design assistance available through Main Street Iowa. Please contact Main Street Waterloo at 319-291-2038 or Design@MainStreetWaterloo.org to schedule an appointment.



LOCAL RESOURCES AND TOOLS



There are several resources available for property owners or tenants looking to make improvements. Please do not hesitate to reach out to local staff and talk through your project during the planning phases, thus ensuring there will be no surprises— saving you time and money.

WATERLOO PLANNING AND ZONING

Hours: Monday-Friday 8 AM to 5PM

Aric Schroeder

319-291-4366

Aric.Schroeder@Waterloo-IA.org

WATERLOO BUILDING DEPARTMENT

Hours: Monday-Friday 7:30 AM to 4:30 PM

Jennifer Sparks, Permit Writer

319-291-4319

Jennifer.Sparks@Waterloo-IA.org

MAIN STREET WATERLOO

Hours: Monday-Friday 9 AM to 5 PM

319-291-2038

Design@MainStreetWaterloo.org

WATERLOO HISTORIC PRESERVATION COMMISSION

Hours: Monday-Friday 9 AM to 4 PM

Ed Ottesen

319-429-5569

Eaohome@mchsi.com

DESIGN ASSISTANCE:

As a designated Main Street community, we are eligible for a limited number of façade renderings annually on behalf of property owners or businesses within our district. Contact Main Street Waterloo for details and to determine if your project is a good fit for this service.

HISTORIC TAX CREDITS:

As a designated historic district, many downtown properties are eligible for historic tax credits. These credits are designed to facilitate larger projects and may provide a source of equity and/or future cost reductions. If you are considering a project that includes more than \$50,000 in improvements over the next five years, it may be worth considering the use of tax credits as a financing tool. Call the City of Waterloo Planning and Zoning department to see if your building is a contributing property within one of the historic districts.

INTENT AND PURPOSE



This document provides guidance for improving properties in Downtown Waterloo. The guidelines are for property owners planning exterior alterations, additions, or rehabilitation of existing buildings. These Design Guidelines do not dictate the solutions; instead, they define a range of appropriate responses to a variety design issues.

Any substantial changes to the exterior appearance or character of a building in the Central Business District will require design review and approval by the Main Street Waterloo Design Council prior to any work being done.

Architectural and design guidelines shall be applicable throughout the Central Business District (see map, page 5). All new and existing building and structures, as well as physical site improvements, shall be subject to design review, in addition to any city permit that might be required. Physical improvements and site developments include, but are not limited to: parking and loading areas, driveways, retaining walls, windows, signs, fences, trash enclosures, sidewalks, outdoor seating and utilities.



DESIGN REVIEW



Property owners planning projects in the downtown district should be aware of the general process of approvals and permitting required. This list identifies the most common improvements and relevant permitting for projects meeting ordinances. Projects requiring conditional use or special permission will require additional approvals beyond the Main Street Waterloo Design Review.

EXTERIOR SIGNAGE		ARCHITECTURAL	
Sign permit is required		Building permit is required	
<ul style="list-style-type: none">• Projecting• Pole• Monument• Directory• Awning	<ul style="list-style-type: none">• Wall• Window• Painted• Wayfinding• Portable/Temporary	<ul style="list-style-type: none">• Doors• Windows• Facade: Painting or Repair• Awnings• Other exterior modifications that impact the visual aspects of the structure	<ul style="list-style-type: none">• Murals• Illumination impacting exterior• Balcony• Porches
See page 18		See page 13	

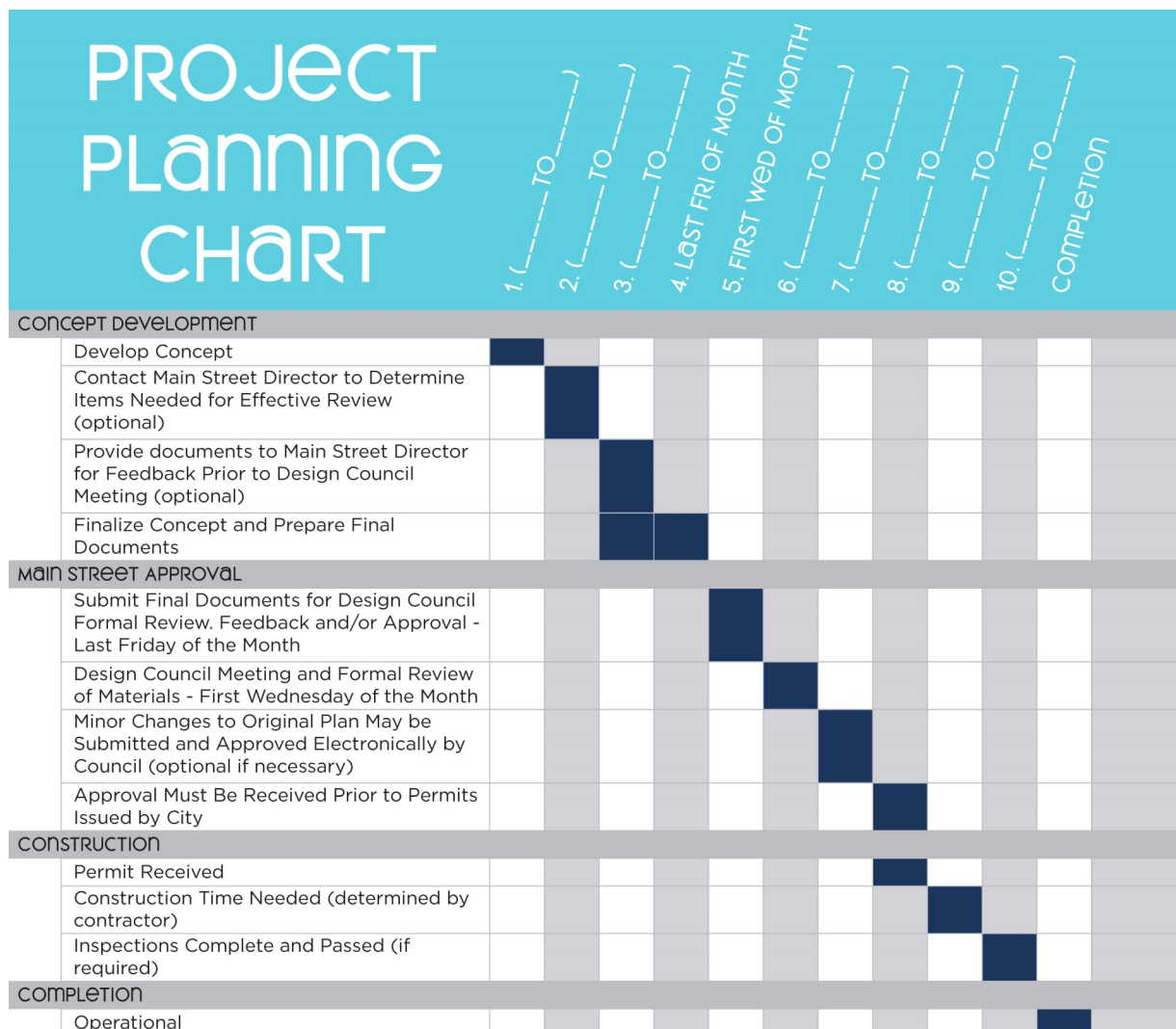
SITE & LANDSCAPE		NEW CONSTRUCTION	
City approval may be required		Building permit is required	
<ul style="list-style-type: none">• Murals• Streetscape• Streetside seating• Alley• Fences/Walls/Gates	<ul style="list-style-type: none">• Sidewalks/Driveways• Parking• Parklets• Landscaping• Lighting	<ul style="list-style-type: none">• Building addition• Architectural work• Asphalt & bitumen work	<ul style="list-style-type: none">• Bathroom components• Laundry components• Kitchen
<ul style="list-style-type: none">• Other exterior modifications that impact the visual aspect of the lot			
See page 26		See page 23	

DESIGN REVIEW



To help outline how a project can proceed, we have included a simplified project chart to help you think about the various steps and amount of time it will take to complete a project. Projects requiring special permission are not included within this document, and require additional time.

Any substantial changes to the exterior appearance or character of a building in the downtown district will require design review and approval by the Main Street Waterloo Design Council prior to any work being done. Visit www.MainStreetWaterloo.org/design to fill out a Design Request Form no later than the last Friday of the month to be reviewed the first Wednesday of the following month.



PROJECT DESIGN



Planning your project– the big picture

While well-executed simple improvements can make a big difference in the exterior appearance of your building, a comprehensive renovation which addresses exterior maintenance issues (i.e. tuckpointing, roof repair) and/or interior mechanicals can maximize financial resources available for historic renovation properties and may achieve greater return on investment and/or operating cost savings in the long run. The below examples illustrate the exterior impact that can be achieved at varying budget levels.

Under \$20,000– Paint, Sign & Lighting



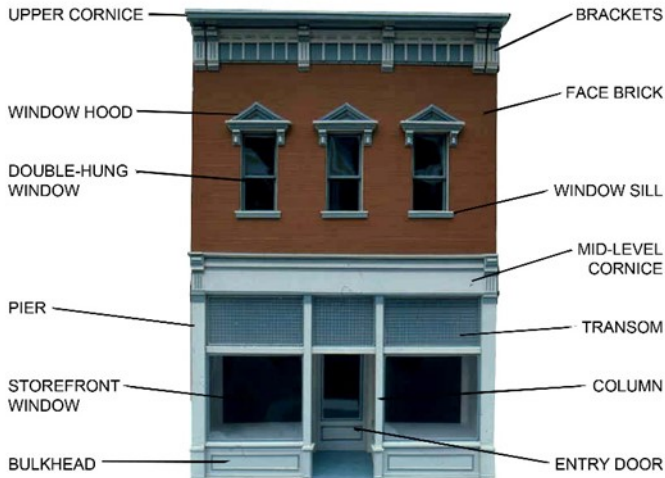
Under \$40,000– Storefront, Paint & Sign



PROJECT DESIGN



Planning your project– the big picture



Although your project may begin with a specific need for a new sign, to repair an awning, or update fixtures, it is a good idea to step back and consider the entire building. Projects are likely to result in positive business outcomes when marrying all the elements of the storefront into a common theme. Larger projects can sometimes be eligible for additional incentives, or represent a cost savings in terms of architectural, engineering and permitting fees. Examine the various elements of your entire building (ground floor storefront, upper facade, roof, interior). If possible, locate historic photos of the property to see what features might be remaining under more recent alterations, or what structural elements exist that might influence your project.

SOME QUESTIONS TO ASK YOURSELF ABOUT YOUR PROJECT:



- How does the storefront relate to the upper portion of the building? Does the whole building work together visually?
- Is the brick, stone, wood or metal in need of repair? Are awnings ripped or faded?
- Is any part of the original building concealed by siding or panels that could be removed?
- Do the current windows fit the entire original window openings? Can the original windows be repaired instead of replaced?

NOW THINK ABOUT YOUR BUSINESS. ARE THERE OTHER IMPROVEMENTS THAT WOULD HELP INCREASE PROFIT?

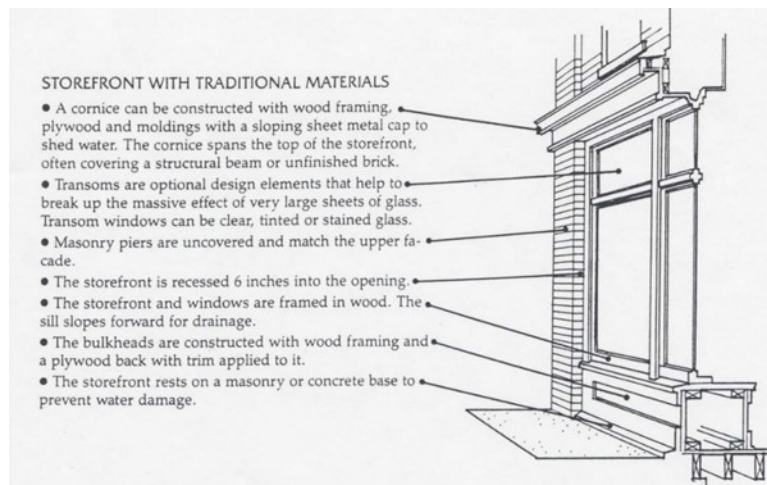
- Does your storefront (and window displays) have adequate lighting, even after business hours?
- Are your windows large and transparent enough that customers can easily see inside?
- Is your door easily visible, attractive and easy to open?
- Does your business have adequate signage (not too many, not too few)? Is it scaled properly for the building and the pedestrian-oriented district (not too large)? Is it simple (not too much information)?
- Would your business benefit from outdoor seating? If so, is there a logical place to locate it (in front, in back, on the side)?
- Is your business accessible? Visit www.adachecklist.org for a list of easy accommodations you can make as part of your project to increase access for customers.

PROJECT DESIGN

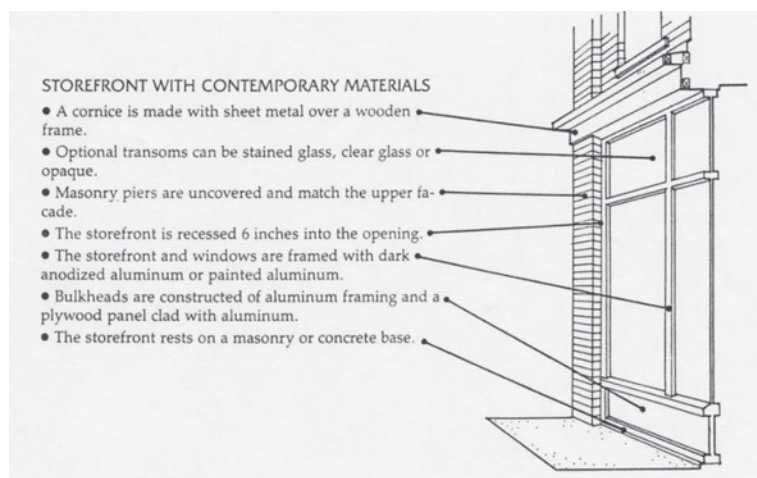


Planning your project– the big picture

Whether designing a new storefront or renovating existing elements, materials should be kept simple and coordinate with surrounding elements. It is always preferable to use existing materials whenever possible and usually is more cost effective in the long term to repair rather than replace elements. Where repair is not possible, replacement materials should match the original in size, shape, scale and texture. Using inexpensive substitutes (i.e. Masonite or plywood with store-bought trim rather than hardwood and MDO custom built columns, framing and panels) will result in more frequent and costly maintenance and repairs and a perceived lower quality business brand. The images below highlight preferred types of materials for traditional and modern storefront design, as well as the difference in appearance between substitute and quality materials as used in storefront applications.



Poor-Quality Substitute Plywood Bulkhead



Traditional Hardwood Recessed Bulkhead



Façade REPAIR & CARE



Preserving your historic asset

Masonry (brick) façades are designed to last a lifetime. However, certain activities can damage brick and significantly shorten the life of your building.

DO:

- Use mortar that matches the existing in color, texture, style and compressive strength.
- Clean brick (or remove paint) with the gentlest means possible.
- Address moisture issues (i.e. faulty window sills or roof flashing) prior to beginning masonry repairs.
- Consider using a color that is close to the original brick color to minimize the appearance of chipping if your building has been previously painted and needs new paint.
- Use historic color palettes when selecting paint.

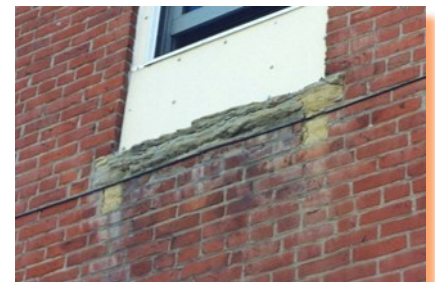
Appropriate Brick Cleaning



DO NOT:

- Sandblast or power wash brick, as it can remove the hard outer shell, leaving the inner core exposed to the elements.
- Tuck-point existing brick with mortar that is harder than the bricks, or brick failure can result.
- Paint brick that is unpainted. Paint can prevent the brick from shedding moisture.
- Paint your building bold or bright colors. These colors may be appropriate for accents and storefronts, but not as the main color.
- Apply stucco or siding to the exterior of a brick building. It is always better to repair the existing wall than to conceal it.

Impact of Blasting/Water/Mismatched Mortar



EXTERIOR PAINT



The color used on the building should be consistent with the building

COLOR

The similarity or compatibility of existing colors of exterior walls and roofs of buildings in the area shall be considered in the construction or alteration of a building. Buildings in the Central Business District utilize earth and neutral tones; however, other colors can highlight the architectural features of a building and are acceptable as accents. Accents generally include trim areas and comprise up to 15% of the façade. Painting unpainted brick or stone is discouraged.

DO:

- Remove damaged or deteriorated paint only to the next sound layer using the gentlest method possible prior to repainting.
- Retain coatings such as paint that help protect the underlying surfaces. Paint removal should be considered only where there is paint surface deterioration and as part of an overall maintenance program which involves repainting or applying other appropriate protective coatings.
- Apply compatible paint coating system following proper surface preparation.
- Repainting with colors that are historically appropriate to the building and district.

Appropriate Paint Color Schemes



DO NOT:

- Apply paint to materials that have been historically unpainted to create a new appearance.
- Remove paint from historically painted surfaces.
- Remove paint that is firmly adhering to, and thus protecting surfaces.
- Use methods of removing paint which are destructive such as sandblasting, application of caustic solutions, or high pressure waterblasting.
- Radically change the type of paint, coating, or its color.
- Strip historically painted surfaces to bare wood, then apply clear finishes or stains in order to create a natural look.
- Apply paint or other coatings to metal such as copper, bronze, or stainless steel that were meant to be exposed.

DOORS AND WINDOWS

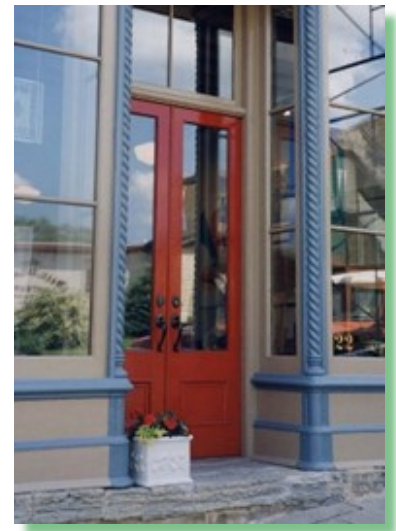


First impressions matter

Storefront doors and windows are the equivalent of curb appeal for your business. The front door, especially, is a physical connection between your customer and your business. Designing an entrance that is easily identified, accessible, and inviting is a key element of a successful storefront. Storefront renovations involving only paint need approval from Main Street Waterloo, while projects involving new windows or door openings will need building permits.

DO:

- Remember that commercial doors need to open outwards, and there should be a minimum of 18" of clearance on the handle-side of the door.
- Retain and repair the original doors and windows wherever possible. Standard sized doors and windows will rarely fit or blend as well in historic structures as the original.
- Replacing window glazing compound around the glass and caulking around the frame can greatly improve energy efficiency, even on older single pane windows.
- Limit yourself to one or two complementary colors, and use them to welcome customers to your door. Storefront doors and windows are an area where a pop of color is appropriate.



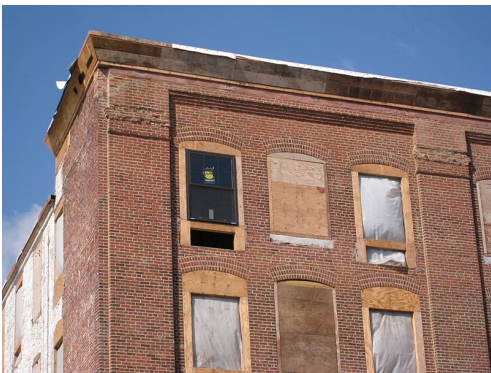
DOORS AND WINDOWS

First impressions matter



DO NOT:

- Use residential doors or windows on your commercial structure. They are not as durable and create customer confusion.
- Install smaller windows than the original opening. If new windows are required, make sure they fill the opening and are the same material and style as the originals.
- Alter the original first floor storefront proportions. If privacy is needed, retain storefront transparency, but create a display area or utilize curtains rather than filling in storefront openings with solid materials.



AWNINGS



Sun, shade, weather protection and pedestrian appeal

Awnings provide weather protection for customers as well as assistance in blocking glare and heat gain from the sun during summer months. They can also add to the appearance of a building. However, depending on your building orientation and hours of operation, awnings may or may not be necessary for your space. Awnings are allowed to be internally illuminated. Any lettering, logos, or visible advertising shall be considered wall signage.

DO:

- Mount awnings to provide 8 feet of clearance above the sidewalk, and to project no more than 6 feet from the building.
- Utilize canvas or acrylic coated fabrics to maximize durability. Choose a color that will not fade quickly if your building receives significant sun exposure.
- Install simple slanted awnings (permanent or retractable), with or without side panels, over separate façade elements.
- Maintain awnings, and replace fabric when it becomes faded, ripped or torn.

DO NOT:

- Construct awnings of wood, metal, or shingled materials, or install structural canopies which detract from the historic façade.
- Use oversize awning that overwhelm the façade or install a single awning across multiple building façades.
- Install structural awnings, except where historically appropriate, as in a hotel entrance.

Individual Window Awnings



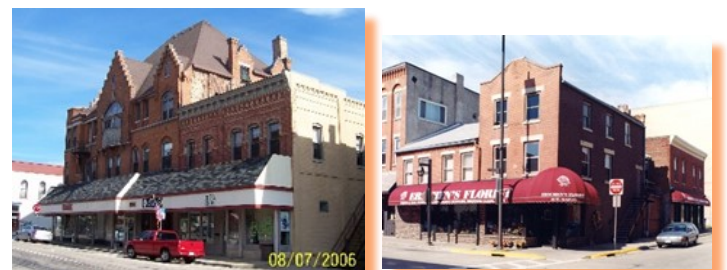
Retractable Awnings/Appropriate Structured



Inappropriate Structural Awning



Oversized/Multi-Building Awnings



signage



Maximizing visibility and brand awareness of your business

Unique and effective signs enhance downtown streetscapes and set the tone for the “feel” of our central business district. Historic buildings should have signs that are designed to fit the architecture. Your branding and signage should be integrated with your storefront and take advantage of any existing architectural elements or symmetry.

Signs require a permit and must be approved by the Main Street Waterloo Design Council. Per City Code, out of date signs and cabinets must be removed within 30 days of business closure; the supporting structure must be removed within 180 days. Signage applications may be picked up at City Hall, second floor, Building and Inspections Department, or downloaded at www.cityofwaterlooia.com/document_center/Building%20Inspections/Forms/Sign%20Permit%20Application.pdf

DO:

- Ensure your signage design and colors are highly visible and reflect your business brand.
- Maintain at least 25% window transparency with window signage.
- Consider projecting signs made of metal or high density foam.
- Place flush-mounted signs in an architecturally compatible place, without concealing building elements.
- Consider lighting signs with gooseneck lighting or halo lighting instead of back-lit translucent graphics.
- Utilize portable sidewalk signage made of quality materials that are removed nightly.
- Utilize a licensed sign company to secure permits and install permanent signage.

Wall Signage

Wall Signage is parallel with, and affixed to an exterior wall of a building, or structure to communicate information and do not project more than 18 inches. Wall signs shall not exceed 1.5 square feet for every lineal foot of frontage, and no wider than 2/3 total frontage.



signage



Maximizing visibility and brand awareness of your business

Window Signage



Window Signage affixed to, or painted on the exterior surface of a window count toward wall signage calculation, covering no more than 40% of the glass.

Projecting Signage



Projecting Signs are permitted as long as they:

1. Project no more than five (5) feet from the building, or 1/2 the distance to the curb, whichever is less.
2. Allow eight (8) feet of clearance to the sidewalk and be no larger than 1.5 square feet for each linear foot of frontage, up to 50 square feet maximum.

The Main Street Waterloo Design Council will balance business requests with maintaining a comfortable living environment in our downtown area.

- If internally lighted sign cabinets are used, opaque backgrounds with lighted lettering and custom-formed cabinets are recommended. Avoid rectangular cabinets with translucent faces which emit extra light and decrease night

Signage Lighting



signage



Maximizing visibility and brand awareness of your business

Sandwich Boards



Sandwich Boards (Sidewalk Signs) are not considered temporary signage as long as they have been approved by the Main Street Waterloo Design Council. They must be taken in and out at the beginning and end of business hours.

Temporary Signs



Temporary Signs are banners that are not approved through regular city permitting process and are allowed for only 60 cumulative days within one calendar year.

Post, Pole or Monument Sign



One Post, Pole or Monument Signage shall be allowed per property as long as:

1. Not extended over street right-of-way or impair the safety of pedestrians or motorists.
2. Maximum height of sign shall be eighteen (18) feet and bottom of the sign shall not be less than ten (10) feet above the ground.
3. Maximum total square feet of signage shall be eighty (80) with no side being greater than forty (40) square feet.

Roof Signs

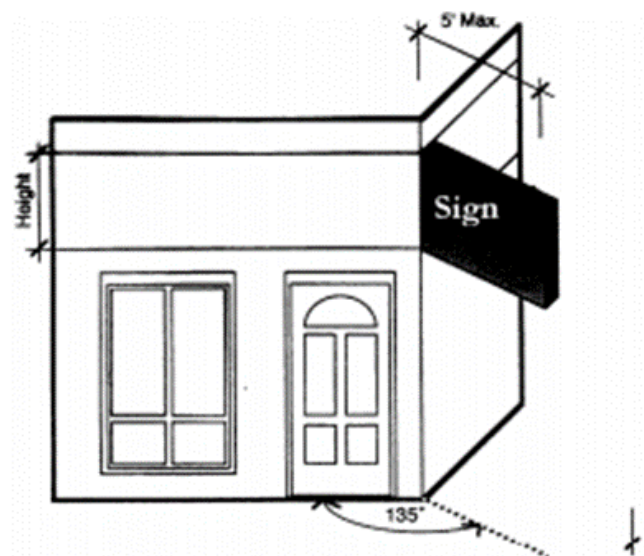
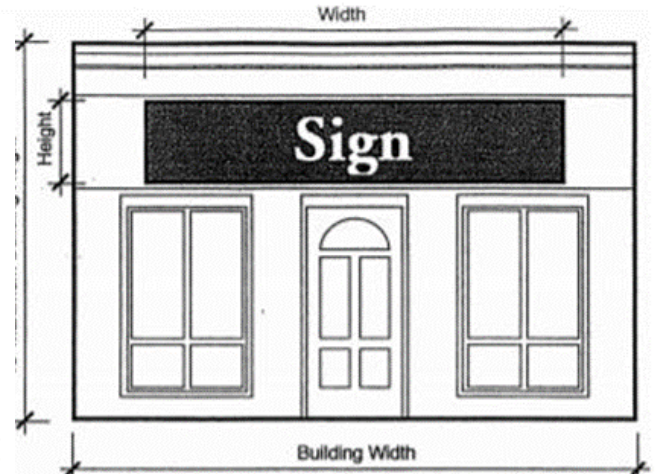
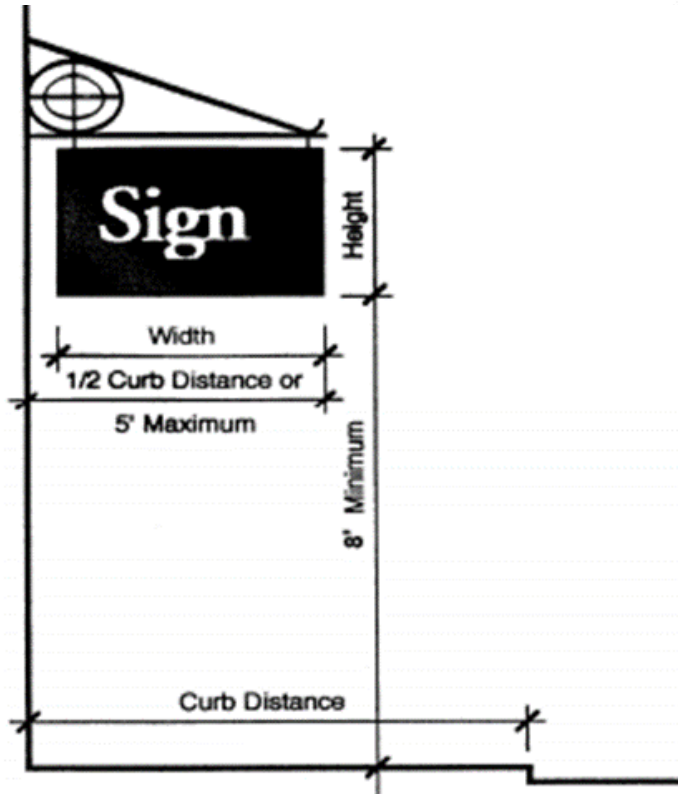


Roof Signs are allowed on multistory (five or more stories) buildings as long as they identify only the building. No roof sign shall project more than sixteen (16) feet above the roof line.

signage



Maximizing visibility and brand awareness of your business



Window and Wall Sign Call Outs:

Listed below are important city ordinance items to be aware of for all or window signage.

- Lighting of Wall and Window Signs: External lighting must be provided by a continuous light source that is installed to prevent light from shining onto the street or adjacent properties. Flashing or moving lights are not permitted.
- Wall signs shall not exceed 1.5 square feet for each linear foot of wall space. So, for example, a store front is 20 feet long, then the maximum square footage of all signs located on the exterior of the windows or walls is 30 square feet.
- Wall signs shall not exceed 2/3 of the building wall length.

signage



Maximizing visibility and brand awareness of your business

DO NOT:

- Exceed the maximum square footage allowed as outlined in the Waterloo
- Zoning Ordinance and Sign Code.
- Hand-paint or hand-drawn signs without stencils or horizontal guides.
- Cover display windows with more than 40% of the total glass area with signage.
- Use sandwich boards made of poor quality materials, place sandwich boards in the pedestrian walkway, or leave them out overnight.

Signage with Limited Visibility



Too Large/Handwritten Signage



Backlit Signage



Too Many Signs



Lack of Window Transparency



NEW CONSTRUCTION



Historic preservation begins at construction. Many modern materials that replicate traditional forms do not have the durability of historic construction. This sections offers general recommendations for the design of infill and new commercial and mixed-use buildings in Downtown Waterloo. Property owners may desire a new building designed in a form that respects the existing historic styles, we do not encourage copying or mimicking particular historic styles. When designing a building, elements should be drawn from nearby buildings according to a higher order of reference. Look first to the historic core for design clues.

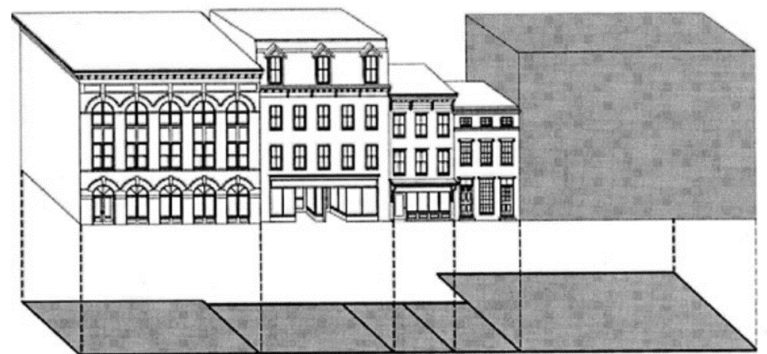


SET BACK AND SPACING

Set back and spacing for new construction in downtown should relate to the majority of surrounding historic commercial buildings.

MASSING AND BUILDING FOOTPRINT

New construction downtown should relate in footprint and mass to the majority of surrounding historic dwellings. The massing and footprint of a new structure may appear too large for this block unless the façade is divided into several smaller bays.



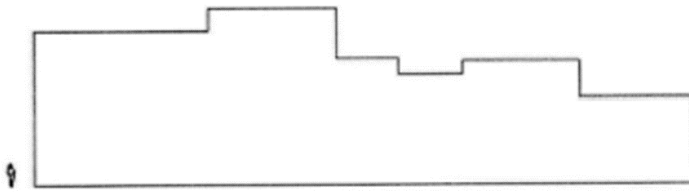
NEW CONSTRUCTION



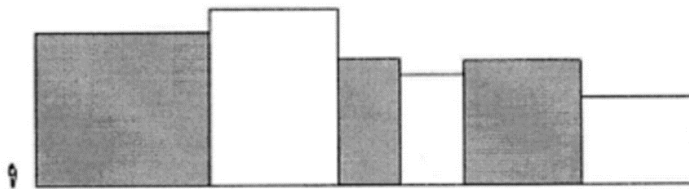
SCALE AND ORIENTATION

The design features of a building can reinforce a human scale, or can create a monumental scale.

- Provide features on new construction that reinforce scale and character of the surrounding area, whether human or monumental, by including elements such as storefronts, vertical and horizontal divisions, upper story windows and decorative features.
- New commercial construction should orient its façade in the same direction as adjacent historic buildings, that is, to the street.
- Front elevations oriented to side streets or to the interior of lots should be discouraged.



A large building overwhelms the scale of a human.

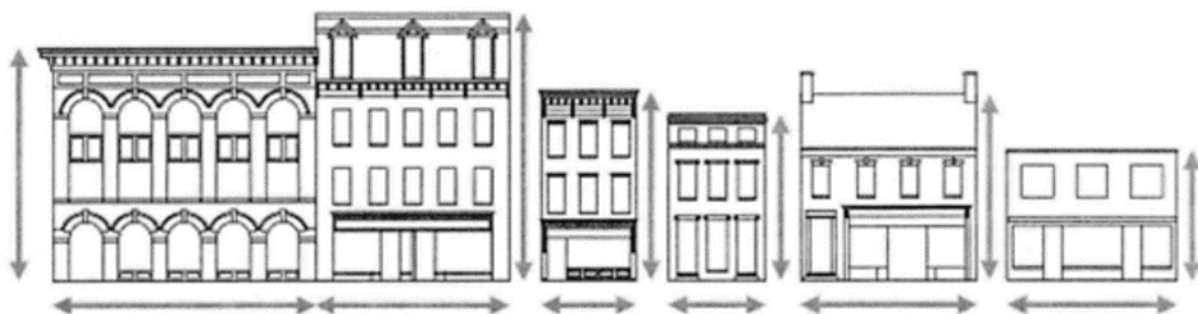


Dividing the facade into bays helps reduce the scale.



DIRECTIONAL EXPRESSION

In new construction, respect the directional expression (or overall relationship of height to width) of surrounding historic buildings. The directional expression of many commercial buildings is vertical.



NEW CONSTRUCTION



HEIGHT AND WIDTH

New construction proportions should respect the average height and width of the majority of existing neighboring commercial buildings.



COMPLEXITY OF FORM

In general, use simple rectangular forms for new construction that relate to the majority of surrounding commercial buildings.

AUXILIARY FUNCTIONS



SERVICE AREAS

Normal service activities such as trash collection, shipping, and receiving must occur with ease. It is possible to accommodate these functions while making these spaces enjoyable and “people friendly” at the same time. Pick a central location for trash collection, which will serve several stores efficiently. Simple enclosures can be constructed to hide dumpsters and prevent clutter. Planting can be used as an attractive buffering element, but only if you are committed to caring for them properly.

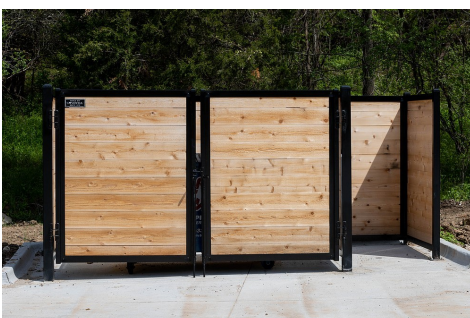
With good design and proper maintenance, these areas can become attractive and convenient for shoppers and highly beneficial for Downtown Waterloo businesses.



UTILITIES

Minimize the visual impacts of utility equipment on the public way and surrounding neighborhood.

- Locate new utilities where they will not be prominently visible from the street.
- Screen equipment from view. Consider the use of plantings or architectural screens.
- Do not locate window equipment on a primary façade.
- Use low-profile or recessed mechanical units on rooftops.
- Locate satellite dishes out of public view.
- Locate utility connections on secondary walls when feasible.
- Use new utility boxes that are less obtrusive in their appearance and location.



PUBLIC ART

THE USE OF PUBLIC ART IS ENCOURAGED



DO:

- Consider locations such as gateways, bridge crossings, small plazas and points where views terminate at a public open space.
- Incorporate art into streetscapes or building elements that compliment the context and/or character of the building.
- Strategically place public art at civic facilities to serve as accents.
- Ensure it is compatible with historic context.
- Consider the quality, sustainability and durability when selecting materials.
- Consider the overall aesthetics, quality of design, concept and artist/contractor experience.
- Be aware of placement. Ensure the location is appropriate.
- Consider celebrating, connecting to, reflecting upon, interpreting our community's history, heritage, culture, supporting/promoting peace, and build a sense of place.

Any individual, organization, or business considering or planning a public art project is encouraged to submit plans, or proposals to the Waterloo Public Art Committee of the Waterloo Cultural Arts Commission of the City of Waterloo. While approval of this Committee may not in all cases be required, the Committee may be able to assist by providing guidance and technical support, referrals, suggestion for potential supplemental funding sources, and/or project endorsement.

Murals and/or sculptures which feature the name of a business or expressly reference or promote the activity of a business or organization may be considered to be a sign and, if so, will be subject to all regulations, restrictions and approvals associated with signs.

DESIGN APPROVAL PROCESS



Main Street Waterloo is here to help you. Please reach out to the office anytime during your process. Main Street Waterloo wants to make this as smooth and successful for you as possible and will help advise you.

319-291-2038

Design@MainStreetWaterloo.org

STEP 1:

Does your proposal qualify under the City of Waterloo Ordinance? For a complete list of regulations for the City of Waterloo refer to Zoning Ordinance, Ordinance No. 5079.

STEP 2:

The responsibility of the Main Street Waterloo Design Council is to determine if the project proposal is harmonious with the area architecture.

STEP 3:

APPLICATION: Complete the Design Review and Consultation application and submit by the last Friday of the month. The application will be reviewed at the Main Street Waterloo Design Council meeting on the first Wednesday of the following month. The application can be completed by a representative for the business or sign company.

MEETING: The representative is encouraged to attend the meeting of the Main Street Waterloo Design Council. The council meets the first Wednesday of the month at noon at the Main Street Waterloo office: 212 E 4th St.

STEP 4:

The application will be reviewed at the Design Council meeting for compliance with City ordinances and harmony with architecture. Feedback may be offered to the applicant prior to approval being granted.

STEP 5:

Upon approval by Main Street Waterloo Design Council, necessary permits may be secured and work can begin.

The City of Waterloo permit can be found online:

www.CityofWaterloolowa.com/departments/building_inspections/forms.php

The permit fee schedule can be found online:

www.CityofWaterloolowa.com/departments/building_inspections/permit_fees.php

When is a permit needed:

https://www.CityofWaterloolowa.com/departments/building_inspections/when_permit_is_needed.php

City of Waterloo Building and Inspections:

https://www.CityofWaterloolowa.com/departments/building_inspections/index.php

INAPPROPRIATE ALTERATIONS



Violations of the process and ordinance are complaint based

Occasionally it is noticed there are alterations in the downtown area which do not comply with the Main Street Waterloo Design Guidelines or City of Waterloo codes. Main Street Waterloo has established a process to review and address those items at the lowest level necessary to achieve timely resolution.

To file a complaint, visit

<https://www.mainstreetwaterloo.org/design-guidelines>
and click on *Report a Complaint*.

Complaints will be reviewed at the regularly scheduled Design Council meeting. Complaints will be examined and determined if they are in violation of the Main Street Waterloo Design Guidelines and/or City of Waterloo codes.

Main Street Waterloo will notify the business owner and property owner of the complaint and/or violation.

Monthly, the City of Waterloo will receive a report outlining the complaints and steps taken for resolution. Copies of any letters sent will be included with this report.



PROJECT CHART



PROJECT PLANNING CHART

1. (--- TO ---)
2. (--- TO ---)
3. (--- TO ---)
4. LAST FRI OF MONTH
5. FIRST WED OF MONTH
6. (--- TO ---)
7. (--- TO ---)
8. (--- TO ---)
9. (--- TO ---)
10. (--- TO ---)
COMPLETION

CONCEPT DEVELOPMENT

Develop Concept	■											
Contact Main Street Director to Determine Items Needed for Effective Review (optional)		■										
Provide documents to Main Street Director for Feedback Prior to Design Council Meeting (optional)			■									
Finalize Concept and Prepare Final Documents			■	■								

MAIN STREET APPROVAL

Submit Final Documents for Design Council Formal Review. Feedback and/or Approval - Last Friday of the Month					■							
Design Council Meeting and Formal Review of Materials - First Wednesday of the Month						■						
Minor Changes to Original Plan May be Submitted and Approved Electronically by Council (optional if necessary)							■					
Approval Must Be Received Prior to Permits Issued by City								■				

CONSTRUCTION

Permit Received								■				
Construction Time Needed (determined by contractor)									■			
Inspections Complete and Passed (if required)										■		

COMPLETION

Operational										■		
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GLOSSARY



ARCHITECTURAL ELEMENT

A permanently affixed or integral part of the building structure which may be decorative and contributes to the composition of the façade. For example: cornices, trim boards, brackets, lintels, dentils, columns, capitols, etc.

CORNICE

A projecting horizontal feature that crowns an architectural façade or composition.

DECONSTRUCTION

The process of dismantling a building such that the individual material components and architectural details remain intact.

DEMOLITION

The process that destroys, in part or whole, a structure, building or site.

DENTIL

One of a number of small, rectangular blocks resembling teeth and used as a decoration under the soffit of a cornice.

FAÇADE

The visible side (exterior) of a building. Especially the principal front that looks onto a street or open space.

GLAZING

Translucent glass material.

LINTEL

A horizontal architectural member spanning and usually carrying the load above an opening.

MUNTIN

A strip of wood or metal separating panes of glass in a window.

PILASTER

A rectangular column against the face of a wall.

PRESERVATION

The act of applying measures to sustain the existing form, integrity and material of the building.

RESTORATION

The act or process of accurately depicting the form, features and character of a property as it appeared in a particular time period.

GLOSSARY



RECONSTRUCTION

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

REHABILITATION

The process of returning a property to a state that makes a contemporary use possible while still preserving those portions or features of the property which are significant to its historical, architectural and cultural values.

REMODELING

The process of changing the historic design of a building.

SETBACK

Distance at which the building, or part of a building, is placed from the street curb or property line.

SHEATHING

Any durable material covering the original façade of the building.

SILL

A horizontal piece that forms one of the lowest members of a framework or supporting structure; for example: the horizontal member at the base of a window.

SPANDREL GLASS

Color or reflective opaque glass.

TRANSOM

A small window that is above a door or larger window.

VISION GLASS

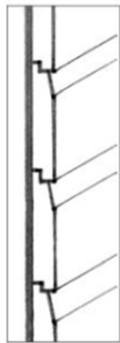
Translucent glass material.



BUILDING MATERIALS



WOOD SIDING



Shiplap



Rabbeted



Beveled

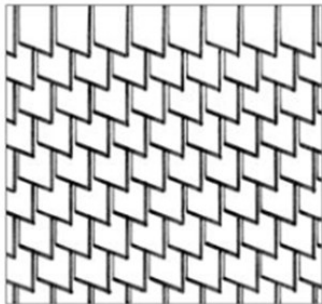


Clapboard

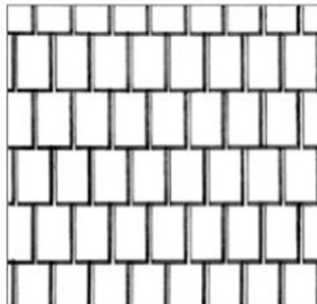


Tongue & Groove

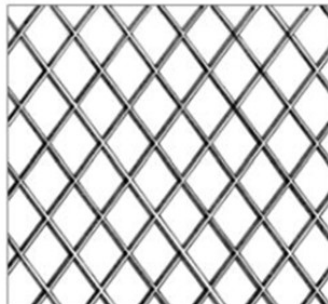
SHINGLES



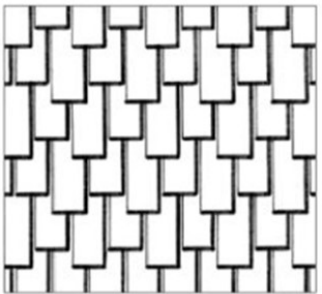
Chisel



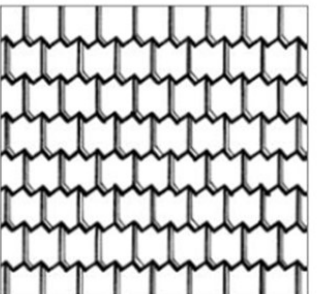
Coursed



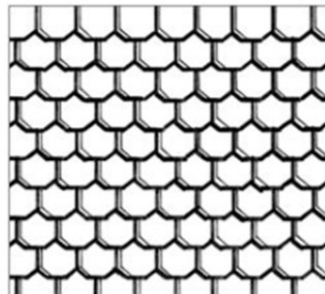
Diamond



Staggered

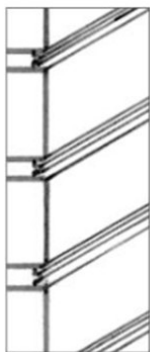


Sawtooth

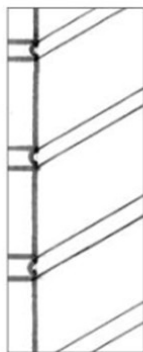


Fishscale

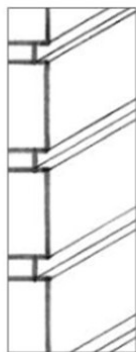
MASONRY JOINTS



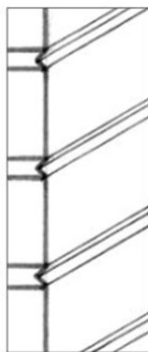
*Beaded



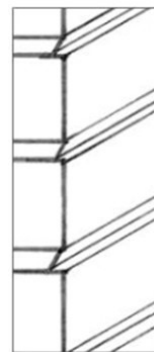
Concave



*Stripped



Weathered



*Struck

* Beaded, Stripped, and Struck are not recommended



212 E 4TH ST
WATERLOO, IA 50703
319.291.2038

design@mainstreetwaterloo.org