
28.074 DOWNTOWN CORE DISTRICT.

(1) Statement of Purpose.

The DC District is established to recognize the Capitol Square, the State Street corridor, and surrounding properties as the center of governmental, office, educational, cultural, specialty retail and recreational activities for the City and the region. Residential uses are appropriate in some locations or in combination with other uses. This district is intended to allow intensive development with high-quality architecture and urban design.

(2) Permitted and Conditional Uses.

See Table 28E-2 for a complete list of allowed uses within the downtown and urban districts.

(3) Dimensional Standards.

Standards represent minimums unless otherwise noted. Dimensions are in feet unless otherwise noted.

Downtown Core District	
Lot area (sq. ft.)	No minimum
Minimum front yard setback	0' or 5' 0' if the distance between the curb and property line is equal to or greater than 15' or shown on the Setback Exceptions Map. A no-build easement may be used to achieve the 15' distance. 5' if the distance between the curb and property line is less than 15'. See (a) below and Downtown Setback Map and Setback Exceptions Map.
Maximum front yard setback	Buildings facing State Street, King Street or Capitol Square: 5 See (a) below and Downtown Setback Map
Street side yard setback	0' or 5' 0' if the distance between the curb and property line is equal to or greater than 15' or shown on the Setback Exceptions Map. A no-build easement may be used to achieve the 15' distance. 5' if the distance between the curb and property line is less than 15'. See (a) below and Downtown Setback Map and Setback Exceptions Map.
Rear yard setback	0
Minimum height	2 Stories
Maximum height	See Downtown Height Map
Stepback	See Downtown Stepback Map

(Am. by ORD-19-00089, 12-12-19; Am. by ORD-21-00028, 3-30-21, Eff. 4-9-21; Am. by ORD-26-00001, 1-23-26)

- (a) Specific front and/or side yard setbacks may be designated on the zoning map and may be designated as a specific location (build to line), a minimum, or a range.

(4) Review. Review for all buildings and structures shall be as follows:

- (a) Minor exterior changes or additions may be approved by the Director of the Department of Planning, Community, and Economic Development if they determine that the changes or

additions are compatible with the existing design or consistent with the Downtown Urban Design Guidelines.

- (b) All new buildings and additions to buildings with six (6) stories or fewer, as well as all major exterior alterations to any building shall be approved by the Urban Design Commission based on the design standards in the Downtown Urban Design Guidelines. The applicant or the Alderperson of the District in which the use is located may appeal the decision of the Urban Design Commission to the Plan Commission.
- (c) All new buildings and additions to buildings with greater than six (6) stories shall obtain conditional use approval. In addition, the Urban Design Commission shall review such projects for conformity to the design standards in the Downtown Urban Design Guidelines and shall report its findings to the Plan Commission.
- (d) For lots with frontage on State Street or the 100 block of King Street, all new buildings and additions to buildings with greater than twenty thousand (20,000) square feet or that have greater than four (4) stories shall obtain conditional use approval. In addition, the Urban Design Commission shall review such projects for conformity to the design standards in the Downtown Urban Design Guidelines and shall report its findings to the Plan Commission.
- (e) Class 2 Collocations and Radio Broadcast Service Facilities are permitted uses and are not subject to design review. They are subject to review as provided in Sections 28.143 and 28.148. See Wis. Stat. §§ 66.0404(3)(a)1 and (4)(gm) and 66.0406 (2013). (Cr. by ORD-13-00189, 11-26-13)

(Am. by ORD-25-00051, 7-25-25)

(5) Alterations to Approved Designs.

For buildings approved pursuant to (b) or (c) above, the Director of the Department of Planning, Community and Economic Development may approve minor alterations or additions if they determine that such alterations or additions are consistent with Sec. 28.071(3), if applicable, the Downtown Urban Design Guidelines, and the previously approved design.

(6) Site Standards: New and Existing Development.

- (a) Parking shall be located in parking structures. Surface parking lots are prohibited.
- (b) All business activities shall be conducted within completely enclosed buildings except:
 - 1. Off-street parking and off-street loading.
 - 2. Outdoor display and outdoor storage.
 - 3. Vending machines.
 - 4. Outdoor eating, cooking, and service areas associated with food and beverage establishments. (Am. by ORD-13-00178, 10-23-13)
 - 5. Bicycle-sharing facilities.
 - 6. Auto service stations.
 - 7. Agricultural activities.
 - 8. Temporary outdoor events.
 - 9. Solar energy systems and wind energy systems.
 - 10. Walk-up service windows.
 - 11. Yard sales.

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12. Composting.
 13. Keeping of chickens and keeping of honeybees.
 14. Outdoor recreation.
 15. Drive-through windows. (Am. by ORD-24-00033, 6-3-24)
 16. Farmers market.

(Am. by ORD-24-00055, 8-16-24)