ARTICLE XVI

VILLAGE OF HOLMEN

DESIGN STANDARDS

FINAL DRAFT
AUGUST 3, 2021

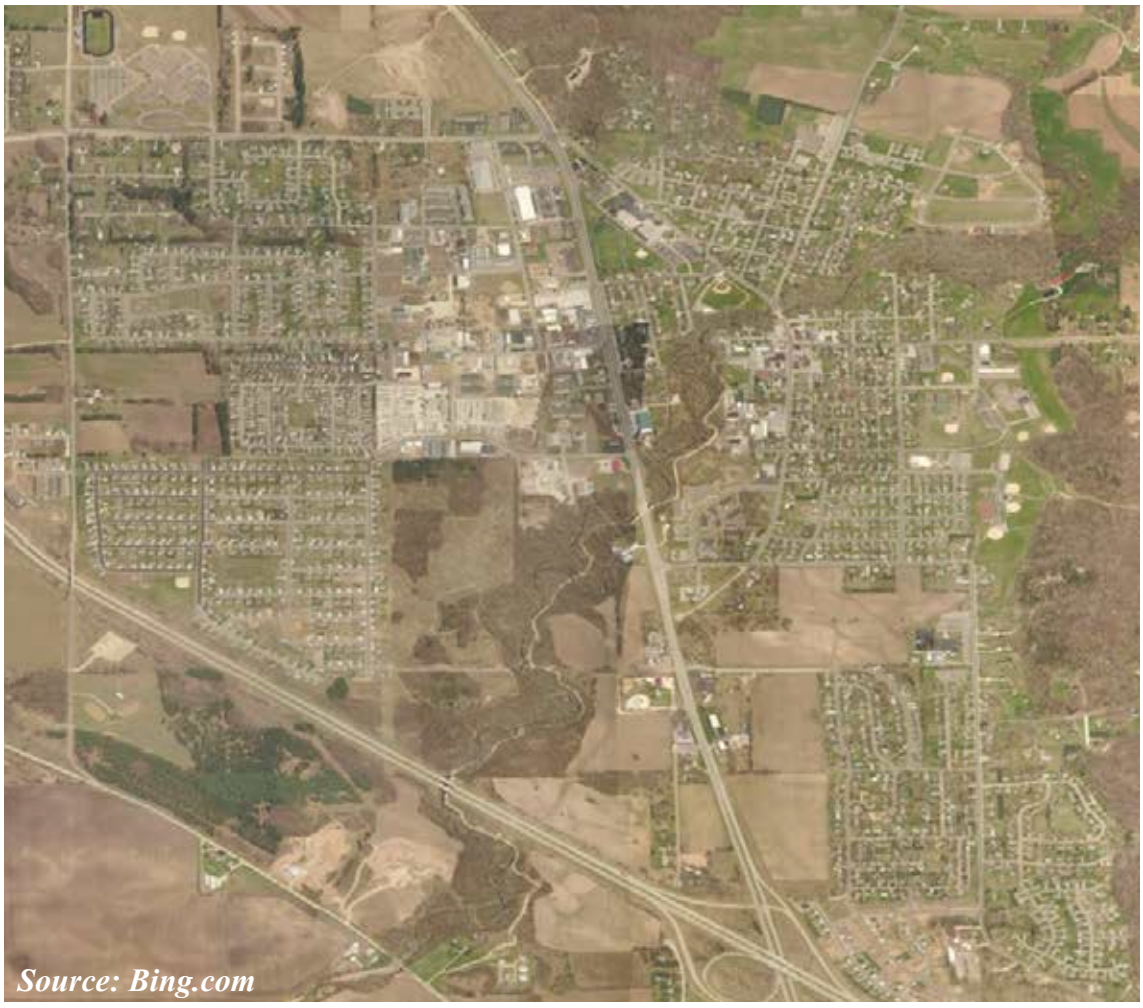

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Table of Contents

ADMINISTRATION

Applicability & Requirements

Applicability

The Holmen Design Standards apply to **ALL Commercial** *(business)*, **Industrial** *(manufacturing)*, **Multi-family** *(defined as three or more residential units),* and **Institutional** *(public or private)* parcels.

Property owners, or leaseholders, that modify their property *(i.e. erecting, moving, reconstructing, extending or altering building, parking or signage)* requires Site Plan & Architectural Review (SPAR) Board's approval. Very small accessory structures *(i.e. fences, very small signs, etc.)* and very minor exterior alterations may be exempted by the Administrator, or his designee, from SPAR Board review; however, the Administrator, or his designee, may at anytime requires a determination by the SPAR Board.

Submittal Requirements

The following items ***MUST*** be submitted for review, unless the Village Administrator (or his designee) determines that they are not needed because the project is limited in scope (e.g. very small accessory structure, very minor exterior alteration, etc.):

- **Design Standards Checklist (see last pages of Handbook)**
- **Exterior elevations of the existing and proposed structure with descriptions of the proposed materials and color scheme(s)**
- **Signage Plan**
- **Overall Site Plan to include parking (and loading areas), signage, outdoor storage, landscaping, storm water, lighting, building footprints (including accessory structures), HVAC and utility locations, and when necessary, a floor plan**

Final review of application and appearance before the *SPAR Board* requires **twelve (12) complete sets** of all final (revised) documents to be submitted at least **ten (10) days prior to regularly scheduled Planning Commission (SPAR Board) meetings**. All elevations and plans, *excluding the Design Standards Checklist*, shall be in **11"x17" format and scaled appropriately.**

ARTICLE XVI:
Site Plan & Architectural Review (SPAR)

A ***SPAR Board*** was established for the purpose of implementing the goals and purposes of the Village's Comprehensive Plan, and associated corridor or sub-area master plans, including promoting compatible developments, aesthetics, stability of property values and to prevent impairment or depreciation of existing developments. The SPAR Board consists of seven members of the Holmen Planning Commission, as appointed by the Village President, subject to confirmation by the Village Board.

Powers include:

- Hear and decide development applications for building and site plans, for permission to erect, move, reconstruct, extend, alter or change: the exterior, landscape, location of HVAC and utilities, signage and lighting for all commercial, industrial, multi-family and institutional uses.
- Direct architectural design to conform to a particular form and style, as specified in applicable sections of the Comprehensive Plan and of the zoning code, such as overlay districts, or areas requiring design sensitivity.
- Require more restrictive or stringent standards than those of the zoning district in which the development is located so as to meet this Article and the goals of the Comprehensive Plan.
- Approve, deny or conditionally approve the applications and may request such modifications as it may deem necessary to carry out the purpose of the Article.
- Request assistance from other municipal officers, departments, boards and commissions.
- Request the applicant to furnish additional information.
- Hear and decide on applications for building and/or occupancy permits pertaining to significant historic structures, sites or features.

Review Process

ADMINISTRATION

GUIDING PRINCIPLES

To define criteria for implementing the goals and the purposes set forth in the Village's Comprehensive Plan, the following principles were established:

- No building or sign shall be permitted if the design or exterior appearance of which is of such unorthodox or abnormal character in relation to its surroundings as to be unsightly or offensive to generally accepted taste and community standards.
- No building or sign shall be permitted if the design or exterior appearance of which is similar with those within reasonable proximity as to create excessive monotony or drabness.
- No building or sign shall be permitted where any exposed facade is constructed or faced with a finished material which is aesthetically incompatible with the other facades and which presents an unattractive appearance to the public and its surrounding properties.
- No building or sign shall be permitted to be sited on the property in a manner which would unnecessarily destroy or substantially damage the natural beauty of the area, particularly insofar as it would adversely affect values incident to ownership of land in the area; or which would unnecessarily have an adverse effect on the beauty and general enjoyment of existing structures on adjoining properties.
- Development and redevelopment shall be consistent with the public goals, objectives, principles, guidelines, policies and design standards set forth in the adopted Comprehensive Plan or components thereof to accomplish the creation of the Village's visual identity.
- The (principal and accessory) use(s) proposed in the development must be either permitted or conditional uses in the zoning district in which the development is located.
- All submitted plans shall at a minimum conform to all other applicable standards of the Village Municipal Code.

Preliminary Review

Applicants should review this Handbook at the beginning of the design process and are encouraged to meet with the Village Administrator to discuss the project. Applications shall be made to the Administrator and shall be accompanied by required documents listed on page 3 of this handbook. Applications that are considered *incomplete* shall **NOT** proceed to the *SPAR Board* for consideration.

All necessary Village departments will review preliminary proposals and submit comments/ recommendations to the applicant. At the request of the applicant (or village staff), meeting(s) may be held to discuss the comments and recommendations made by Village departments with the intent of creating a final application consistent with Article XVI.

Following preliminary discussions, and review of comments/recommendations, Village staff (or the applicant) may request a preliminary concept or feedback review from Plan Commission to informally review a specific part (or the concept of the total application). The applicant shall submit **twelve (12) plans or set of plans** (11"x 17") to be reviewed, as requested by the Administrator, at least t**en (10) full days** prior to the Plan Commission meeting.

> *Such discussion with the Planning Commission shall only be informational and shall not be considered a final review of the acting SPAR Board.*

Any resubmittal of plans submitted by the applicant in response to a preliminary review with staff or the Planning Commission, shall be reviewed by Village staff within **two (2) weeks of resubmittal**.

Review Process

Final Review

Final review of application and appearance before the *SPAR Board* requires **twelve (12) complete sets (11"x17")** of all revised and final documents to be submitted at least **ten (10) days prior to regularly scheduled Planning Commission (SPAR Board) meetings**.

Village staff will review the formal submittal for compliance with the results of the preliminary review process and may present a final recommendation to the SPAR Board. The SPAR Board will render a decision within **sixty (60) days** of submittal, or the process may be extended via written approval of the applicant. Where a rezoning of property is required, and the rezoning occurs concurrently with the SPAR review process, this process may be adjusted to conform with the requirement of a public hearing at the Plan Commission level and review and consideration of the rezoning by the Village Board.

The SPAR Board will hear and decide all applications during the regularly scheduled meeting of the Planning Commission, and action on such decision shall be considered the final meeting of the application. The SPAR Board shall state their findings towards approval or denial based on the intent and review criteria in this Handbook (Article XVI). The findings of the SPAR Board will be indicated in the minutes of its proceedings and will be public record.

If the application is approved, it is the applicant's responsibility to apply for and submit required information for a building permit, separate from this Site Plan and Architectural Review (SPAR) process.

Any person aggrieved by any decisions of the SPAR Board may appeal the decision to the Village's Zoning Boards of Appeals. Such appeal shall be filed with the clerk within **thirty (30) days** after filing of the decision with the clerk.

Findings & Modifications

The SPAR Board shall not approve any application unless it finds that the purposes and guidelines set forth in this Handbook (Article XVI) have been reasonably met. In certain situations, the SPAR Board may allow modifications or grant exceptions to these standards set forth in this Handbook (Article XVI) on the basis of compelling architectural merit, or where the strict application or adherence to established standards may be impractical or impossible due to site conditions or other circumstances beyond the control of the applicant. The SPAR Board may also, on a case-by-case basis, require more stringent site and building designs than the "minimum" standards listed within this handbook when deemed necessary by the Village to meet the Guiding Principles of this document and the general purpose and intent of the Village's Zoning Code.

Penalty

Any persons who violates any provision of this Article shall be required to forfeit not less than five hundred dollars ($500) nor more than two thousand dollars ($2,000) plus costs, for each violation. Each consecutive day in which the violation has not been remedied, shall be considered as a new violation subject to further penalty.

Severability

The provisions of this Article are severable. If any of this Article is held to be invalid or unconstitutional or if the application of any provision of this Article to any person or circumstance is held to be invalid or unconstitutional, such holding shall not affect the other provisions or applications of this Article which can be given effect without the valid or unconstitutional provisions or applications. It is hereby declared to be the intent of the Village Board that this Article would have been adopted had any invalid or unconstitutional provision or applications not been included herein.

Handbook Organization & Districts/Zones

ADMINISTRATION

INTENT

These design standards serve to guide land owners and prospective developers of property within the Village of Holmen. These standards are designed to create a better quality of design, both at the specific site level and at a neighborhood/district level.

The design standards are meant to safeguard property values, protect public and private investments, and promote high quality commercial, residential and industrial development consistent with the Village's Comprehensive Plan.

The intent of the design standards is to flexible and encourage innovate design, and not to require alterations beyond the scope of a proposed change (i.e., window replacements will not automatically trigger structural changes or awning changes).

MINIMUM STANDARDS VS. RECOMMENDATIONS

Required "minimum" standards are located in the lower portion of each page, and these standards will be enforced, unless an exemption is granted. As "minimum" standards, the Village may still on a case-by-case basis require more stringent standards than those listed within this handbook to meet the general purpose and intent of an adopted plan and/or the Village's Zoning Code which guides development in the applicant's district/neighborhood.

Recommendations are located in the upper portion of the each page. The property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the Village's Zoning Ordinance.

Handbook Organization

This handbook is organized into FOUR parts:

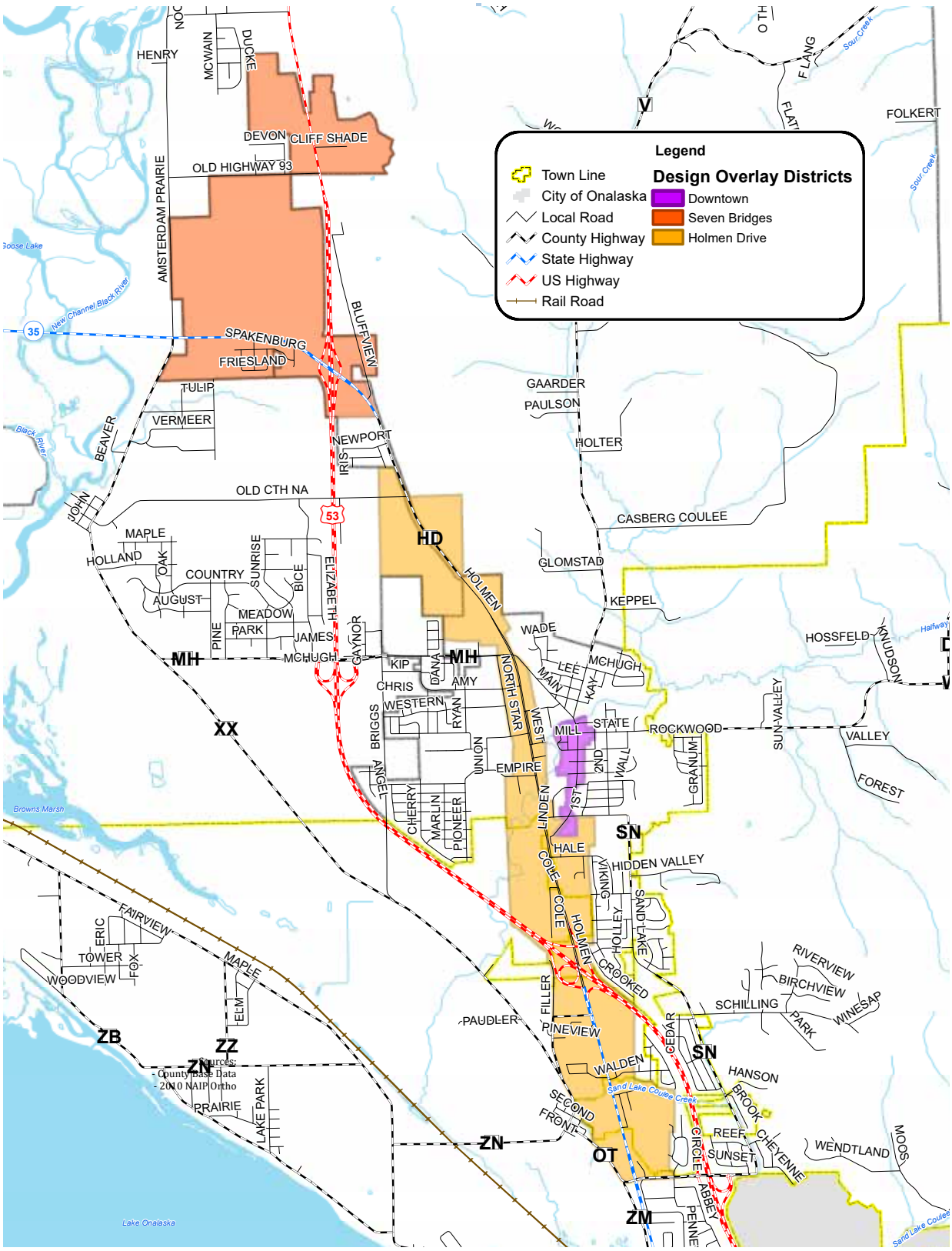
1. **Site Design** section covers non-building elements such as walkways, parking, private drives, stormwater, landscaping, signage, lighting, etc.
2. **Building Design** section covers building elements such as facades, windows and doors, projections, roofline, and storage/service areas.
3. **Design Gallery** provides representative photos of good and bad design based on land use.
4. **Design Standards Checklist** itemizes the standards per element to be used by applicants and Village to verify the applicant's project meets all requirements set forth in this handbook.

Design Districts & Character Zones

In general the recommendations and minimum standards apply to all properties in the Village (excluding single-family and duplex properties); however, in some cases there are specific standards that only apply to a specified Design Overlay District, Character Zone, or Land Use. The description below defines each of these designations. See pages 7-8 for the Village's approved overlay design districts and character zones.

- **"Overlay Design District"** is a defined area approved by the Village requiring unique regulation to meet or maintain the desired look for the neighborhood or corridor.
- **"Character Zone"** is a defined area within an overlay design district that has a unique development type that varies from other sections of the overlay district.
- **"Land Use Specific"** is based on the land use planned for the site/development (i.e. Industrial, Mixed Use, Retail, Big Box Commercial, Multi-Family Residential, etc.)

Design Overlay Districts



Design Overlay Districts

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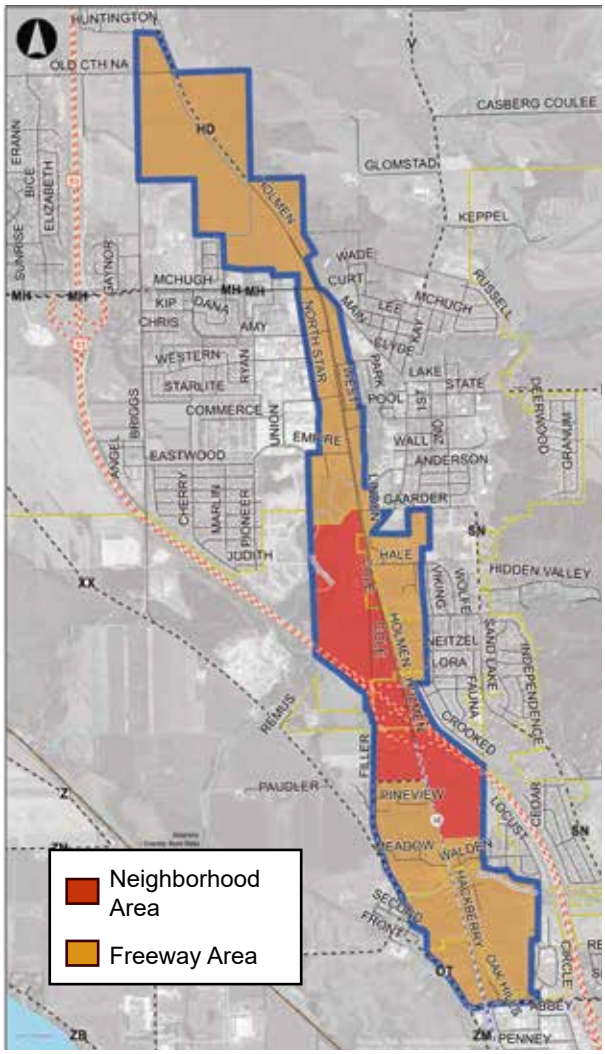
HOLMEN DRIVE OVERLAY DISTRICT

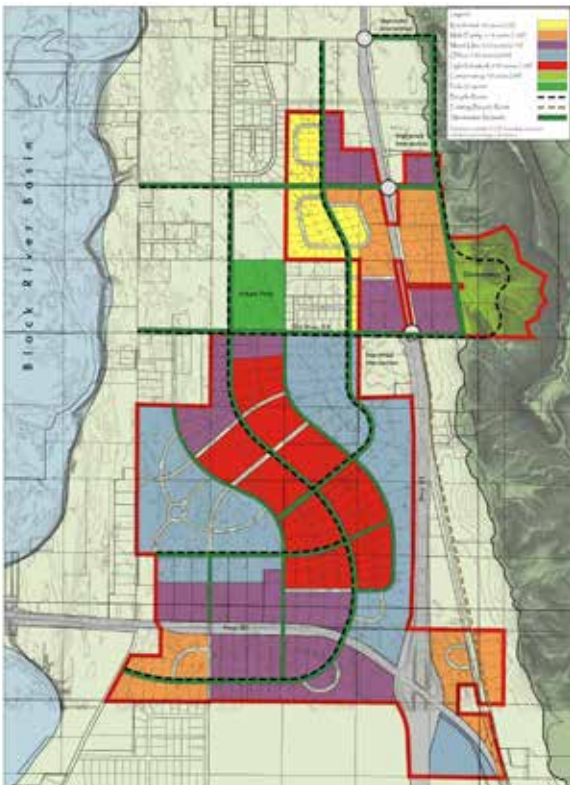
Holmen Drive serves as the main gateway to the community, and is in a period of transition, especially near the US 53 interchange. It will be important to manage growth and development along this corridor to meet the expectations of the community and sound planning principles.

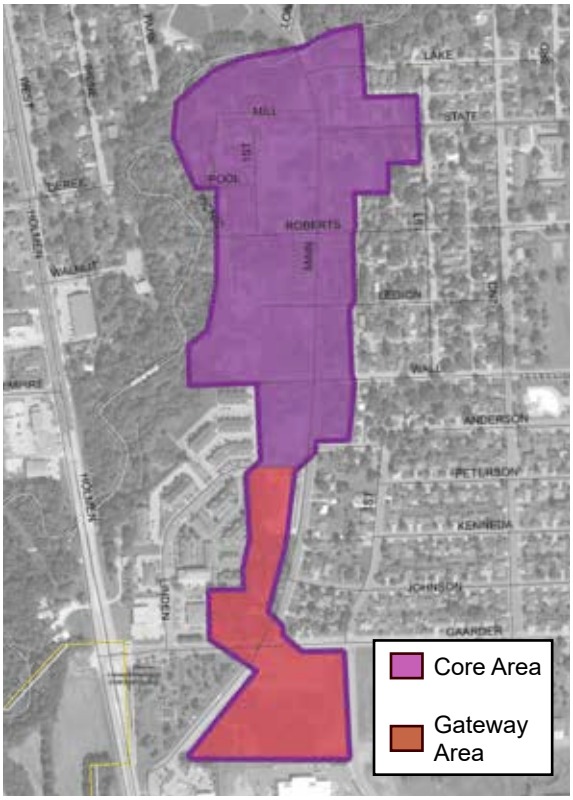
This Overlay District is organized into two character zones: ***Neighborhood Area*** and ***Freeway Area***.

Neighborhood Area - This area includes many of the existing commercial and residential areas along South Holmen Drive and undeveloped lands north of McHugh Road. In general, the parcels within these areas are generally smaller and less intensive than those found/planned in the Freeway Area.

Freeway Area - This area includes portions of South Holmen Drive near State Highway 53. The majority of this land is undeveloped and is planned for more intensive uses than in the Neighborhood Area (i.e. highway commercial and mixed use) due to the large lots and proximity to freeway.







SEVEN BRIDGES OVERLAY DISTRICT

The vision for the "Seven Bridges" Tax Incremental District is to create a distinctive signature entrance into the Village of Holmen as one approaches from the north and west. The district lies between the bluffs along USH 53 corridor on the east, west and north between Amsterdam Prairie Road and WIS 35, and south along WIS 35 from Amsterdam Prairie Road to USH 53.

The Master Plan is heavily focused on a sustainable "naturalistic" look being the preferred theme for the "Seven Bridges". The use of natural materials such as native stone, dimensional or reclaimed lumber and wood, and weathered metal will be combined to achieve the desired aesthetic. Architectural detailing, building composition and scale of objects will emphasize the natural feel of this place. Exterior composition of native plantings, pervious paving, soft lighting and amenities will complement the architectural character creating the ambiance that express the natural theme.

DOWNTOWN DISTRICT

The downtown is a mixed use district with historic "Main Street storefront" buildings, public facilities and housing along the Halfway Creek and Trail. This social center should continue to thrive and expand to meet the needs of the growing community.

This Overlay District is organized into two character zones: ***Gateway Area*** and ***Core Area***.

Core Area - This area includes the existing downtown propeties - plus, parcels likely to transition to more traditional downtown development. The majority of this land is commercial with some residential proprties.

Gateway Area - This area is along Main Street south of the "Core" section of the downtown, and is primarily low-density residential at this time. This section of Main Street can become an important entry point for the downtown with high-density residential, commercial, and/or mixed use development.

ADMINISTRATION

Terms

Text within this handbook in ALL CAPS are defined in this section.

Awning sign	a type of projecting, on-building sign consisting of printing on fabric or fabric-like sheathing material
Billboard sign *(off-premise advertising sign)*	a sign which advertises goods, products or facilities or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.
Clear glass	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
CMU, smooth-faced	a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish
CMU, split-faced	a concrete masonry unit with a textured exterior finish
Drive Aisle	dedicated passageway for vehicles within a parking lot.
EIFS **(Exterior Insulation Finishing System)**	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system
Footcandle	a unit of illumination produced on a surface
Functional public entrance	a building entrance that is unlocked during business hours and is designated for public use
Freestanding sign	any sign which is supported by structures or supports in or upon the ground, and independent of support from any building.
Full-cutoff light fixture	a light fixture that does not allow light to escape above 90 degrees from vertical
Directly Illuminated Sign	any sign designed to give an artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.

Terms

Text within this handbook in ALL CAPS are defined in this section.

ADMINISTRATION

a type of freestanding sign whose bottom edge is located within one (1) foot of a ground-mounted pedestal	**Monument sign**
any parking area that has five (5) or more stalls	**Parking lot**
the area designated for a single vehicle to park	**Parking stall**
any free-standing sign which is supported by structures or supports in or upon the ground and independent of support from any building	**Pole sign**
Any sign extending more than 18 inches from the face of a wall or building.	**Projecting sign**
a type of lighting using an external lighting source behind the individual letters that is reversed (facing backwards toward the wall), resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.	**Reverse Illumination**
any sign erected upon or over the roof or parapet of any building	**Roof Sign**
land reserved for public use, including streets and sidewalks	**ROW (Right-of-way)**
any sign attached to, erected on or painted on the wall of a building or structure.	**Wall Sign**
any sign mounted inside a building, either on the window glass, or within two (2) feet of the window, so that the sign can be viewed through a window by the persons outside the building.	**Window sign**

Streets & Private Roads

INTENT: To promote "green" infrastructure and pedestrian and bicycle safety.

Recommendations

A. Lighting and streetscape amenities that promote pedestrian safety and character and complement the theme of the neighborhood (if any) are strongly encouraged.

B. Consider using porous paving materials in on-street parking areas, walkways, etc., or dedicated bioswales that promote stormwater infiltration as part of the street design is encouraged.

C. Where appropriate, street designs that include traffic calming features (e.g., crosswalks, bumpouts, refuge medians, etc.) are encouraged.

D. Shared driveways are encouraged to minimize curb cuts and improve traffic flow within the district.

Minimum Standards

1. Sidewalks **shall** be provided to promote safe pedestrian access.

2. On-street bicycle facilities and/or off-road paths, where deemed necessary by the Village, **shall** be provided to promote safe bicycle access.

3. Street crossings **shall** be clearly marked for pedestrian safety on major roadways.

4. ***Seven Bridges:*** Trees **shall** be planted at an minimum distance of fifty (50) feet from one another along private roads.

An example of road with a painted bike lane along with a landscaped sidewalk terrace.

An example of a private drive with brick paving, native landscaping, planters, and unique lighting.

An example of a well-designed crosswalk that provides safe movement, as well as nice aesthetics.

Site Layout & Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

SITE DESIGN

Examples of bike path through woods and along the bluff of a river (adjacent to new development).

Example of a development using the terrain to provide extra windows in the lower floors and plantings along the sloped land.

The ADA ramp is incorporated in the stair entrance, meeting the needs of all users.

Example of desired landscaping buffer between parking and the street.

Recommendations

A. Where appropriate, the site design should incorporate existing natural features.

A. Consider orienting buildings on the site to maximize natural light, ventilation, and solar energy opportunities, if possible.

B. Buildings and the primary entrance should front the (most prominent) public street and/or street corner.

C. Buildings should be located to enhance their view from the street, such as placing the building prominently at the terminus of a street.

D. Trails should be provided through open space areas and along ravine edges, allowing for future connections to other areas.

E. Disabled access should be seamlessly incorporated into the building and site design.

F. Building setbacks should be similar to setbacks of adjacent building within a given block.

G. ***Seven Bridges:*** Building setbacks are encouraged to be match the following general ranges:

- ***Retail and Mixed Use:*** Ten (10) to twenty (20) feet from the street.
- ***Big Box Commercial, Business & Professional Office, & Industrial:*** Twenty-five (25) to seventy (70) feet from the street.
- ***Multi Family:*** Fifteen (15) to thirty (30) feet from the street.

H. ***Seven Bridges:*** Open space (areas excluding buildings, roads and parking) are encouraged to match the following ranges:

- ***Industrial:*** 20-40% of the site.
- ***Multi-Family:*** 10-20% of the site.

I. ***Seven Bridges:*** Public spaces and plazas are encouraged, where appropriate.

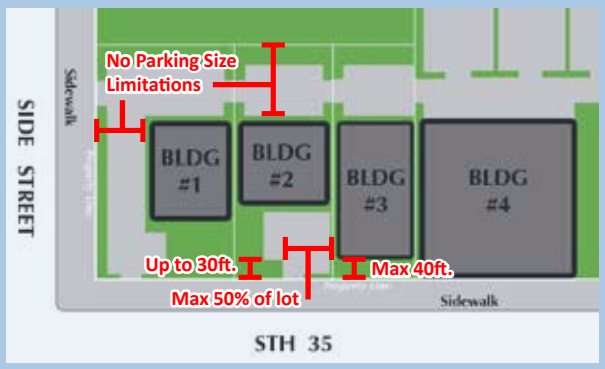
J. ***Retail and Mixed Use:*** Whenever possible, gas pumps should be placed behind the store to allow the store to be close to the street.

K. ***Multi-Family:*** Landscaping, decorative walls, or fencing should be used to help define the street edge.

Minimum Standards

1. A minimum of one (1) FUNCTIONAL PUBLIC ENTRANCE **shall** be provided along the (most prominent) street frontage.
2. All building entrances **shall** be connected to the public sidewalk by an accessible path/walkway.
3. Primary structures **shall** meet the building setback requirements in the Village's zoning code (Chapter 195), unless the property is located in a Design Overlay District which **shall** meet the building setback standards outlined below.
   - ***Holmen Drive - Freeway Area:*** Primary structures fronting Holmen Drive **shall** be built within one hundred and sixty (160) feet of the front property line (within 80 feet is preferred). Primary structures on lots fronting any other public street **shall** be within eighty (80) feet of the front property line.
   - ***Holmen Drive - Neighborhood Area & Seven Bridges:*** Primary structures **shall** be built within forty (40) feet of the front property line, or within eighty (80) feet if the front setback allows for parking.
   - ***Downtown - Gateway Area:*** Primary structures **shall** be built within twenty (20) feet of the front property line, or within sixty (60) feet if the front setback allows for parking.
   - ***Downtown - Core Area:*** Primary structures **shall** be built within ten (10) feet of the front property line, or within twenty (20) feet if the front setback provides an activity area (e.g., plaza, outdoor seating, etc.)
4. ***Holmen Drive:*** Within thirty (30) feet of the front property line, parking **shall not** cover more than the following:
   - ***Neighborhood Area:*** Fifty (50) percent of the Holmen Drive street frontage.
   - ***Freeway Area:*** Eighty (80) percent of the Holmen Drive street frontage.
5. ***Holmen Drive & Downtown:*** ***Retail and Mixed Use*** buildings **shall** have a walkway/sidewalk along the full length of the primary facade.

Standard #4 is illustrated in image and text below:



Building #1 has some parking in front of the building so it may be set back up to 75 ft., as long as less than 50% of the front facade is parking. Most of the parking is on the side or rear yards, which has no size limitations.

Building #2 has parking in front which can encompass more than 50% of the front facade, as long as their is a landscaped buffer at least 30 feet deep from the front property line.

Building #3 & #4 have all their parking in the back of the building, which does not have any parking size limitations. However, the building must be within 40 feet of the front property line since their is no parking in the front yard.

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

SITE DESIGN

Right: examples of good bike racks that allow for u-shape lock to secures the frame to the rack.

Left: examples of poor bike racks that do not allow for a lock to secure the bike frame to the rack.

The above images show a variety of ways to buffer parking areas from the public sidewalk. The image on the right shows a prohibited condition along a parking and sidewalk edge (no buffer).

Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.

Recommendations

A. PARKING LOTS on the side or rear of the building is desired. Below-building parking is encouraged, if feasible.

B. Wherever feasible, shared PARKING LOTS are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting PARKING LOTS.

C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.

D. Bicycle parking facilities are strongly encouraged. It is suggested that each building have a minimum of two (2) bicycle parking spaces.

E. Bike racks should be designed to allow the frame to be locked directly to the rack.

F. Sustainable "green" practices and materials is strongly encouraged.

A. Include oil, grease, and sediment traps for PARKING LOTS, wherever feasible.

Minimum Standards

1. PARKING LOTS **shall** be paved and include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. PARKING LOTS **shall** be illuminated.
3. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk, if applicable. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
4. PARKING STALLS and DRIVE AISLES **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer **shall** be at least five (5) feet.

Min. Standards (cont.)

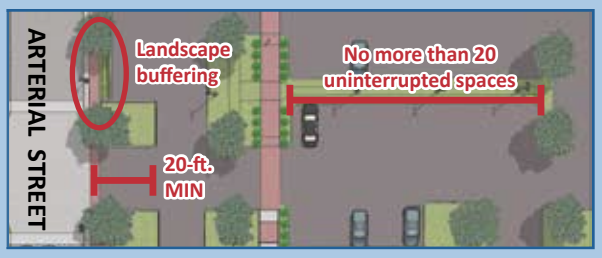
5. PARKING LOT access driveways to arterial and collector streets **shall** have a minimum throat depth of twenty (20) feet and be separated from PARKING STALLS by a planted landscaping dividers protected by a concrete curb.

6. PARKING LOTS with rows of more than twenty (20) parking spaces **shall** be interrupted by a landscape island or median with a minimum width of three (3) feet (from inside the curb or frame) without a tree and a minimum of eight (8) feet with a tree planted.

7. PARKING LOTS **shall** meet the front yard parking restrictions in the Village's zoning code (Chapter 195), unless the property is located in a Design Overlay District which **shall** meet the standards outlined below.

    - ***Holmen Drive - Neighborhood Area:*** Off-street parking in front of the building **shall** be limited to a double-loaded parking aisle.
    - ***Holmen Drive - Freeway Area:*** front yard parking **shall** be limited to a two (2) double-loaded parking aisles.
    - ***Seven Bridges:*** Off-street parking in front of the building **shall** be limited to a double-loaded parking aisle.
    - ***Downtown - Gateway Area:*** Off-street parking in front of the building **shall** be limited to a single-loaded parking aisle.
    - ***Downtown - Core Area:*** front yard parking is **prohibited.**

8. ***Downtown:*** Side yard parking **shall not** be more than sixty-four (64) feet wide (necessary space needed for two rows of parking with a drive aisle).



The above illustration meets the following standards:

- *Standard 4: Parking stalls are separated from the public sidewalk by a landscaping divider.*
- *Standard 5: A driveway with a 20-foot throat depth is provided along an arterial street.*
- *Standard 6: Medians and parking islands breaking up the parking stalls.*

Example of a desired layout in the Holmen Drive - Neighborhood Area and the Seven Bridges Neighborhood. Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two developments.

Example of a desired layout in the Holmen Drive - Freeway Area. Development #1 parking includes double-loaded parking aisle in the front and rear yards. Development #2 parking includes two double-loaded parking aisles on the side of the building.

Landscaping & Stormwater Management

INTENT: To highlight and protect pedestrian routes, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots and intensive building development.

SITE DESIGN

The images above show sites that are sufficiently landscaped. From top down: landscaping between parking and the street, within parking islands, within a parking median, and between buildings.

A buffer along the public sidewalk defines and separates private parking areas from the public street realm. This improves aesthetic appearance and the pedestrian experience.

Recommendations

A. Where appropriate, site design should integrate the proposed landscaping/open space with the existing landscaping, open space or natural feature (i.e. ravine, streams, forested area).

B. Interesting or creative landscape architectural designs that use a diverse variety of plants integrated with other landscaping materials or features should be provided to avoid uncreative and monotonous landscaping.

C. Indigenous plants with low water and pesticide needs are strongly encouraged.

D. Where large paved areas, such as PARKING LOTS, are required, it is recommended that permeable surfaces, pervious asphalt, pervious concrete, or special paving blocks are considered. Generally these permeable services are, at a minimum, being used in PARKING STALLS and walkways.

E. Where possible, use rain gardens and bioretention basins to mitigate run-off and filter pollutants.

F. Shared stormwater management facilities, such as bioswales along common lot lines, is encouraged.

G. Green roofs should be considered.

H. ***Seven Bridges:*** All yards should utilize sustainable materials, such as native trees, plants and grasses to complement the overall character of the area.

I. ***Seven Bridges:*** Coordinating landscaping with adjoining lots is strongly encouraged.

J. ***Seven Bridges:*** Landscaping, decorative walls, or fencing should be used to help define the street edge and provide an attractive relationship between the building and the street.

K. ***Seven Bridges:*** Utilize rain water collection, storage and distribution for irrigation systems, if possible.

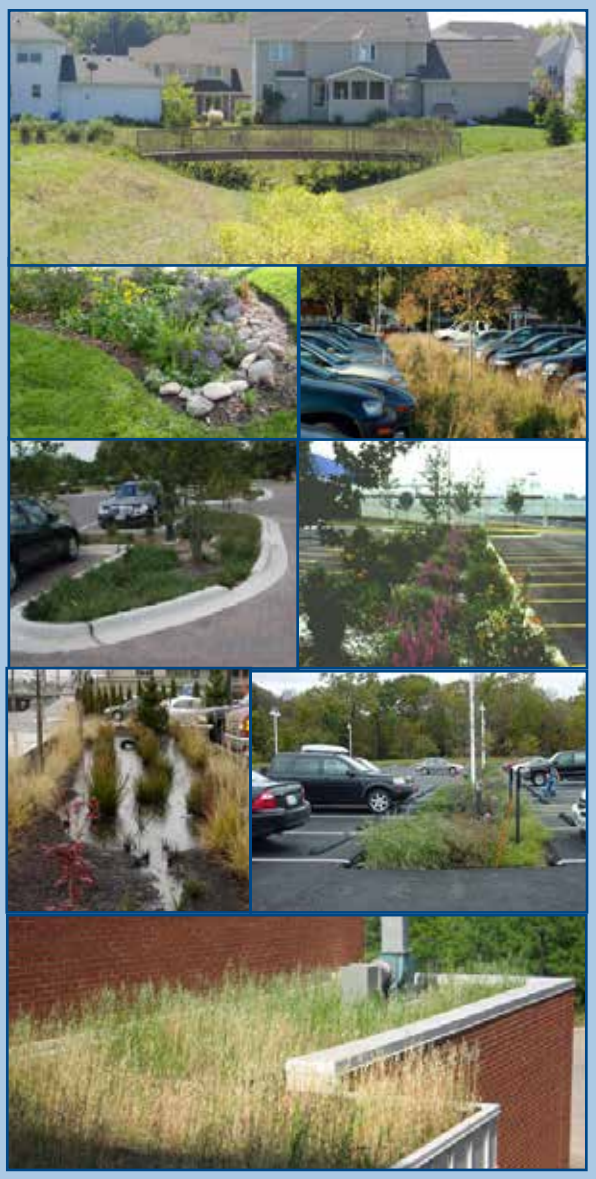
L. ***Seven Bridges:*** Consider reusing "grey" water (wastewater generated from domestic activities such as laundry, dishwashing, and bathing) for irrigation and other non-potable uses.

M. ***Industrial:*** Adding dense landscaping in front of a large building(s) set back from the street is encouraged to define the street edge.

Minimum Standards

1. Landscaping plans **shall** meet the standards in this handbook, as well as the Village's Landscaping and Bufferyard ordinance (Article XVII). Should there be a conflict between the regulations in the aforementioned documents, the more restrictive **shall** apply.
2. The site design **shall** provide an area for snow collection that will not harm or kill plants.
3. ***Downtown:*** Parking stalls and drive aisles shall be separated from the public right-of-way by a planted landscape buffer. The depth of this buffer shall be four (4) feet or equal to the building setback, whichever is greater.
4. Plantings and low fences located between parking areas and the public street **shall not** obscure vision between three (3) and eight (8) feet above ground. Trees and bushes that would naturally obscure this zone at maturity **shall not** be used.
5. On-site storm water management systems **shall** meet the standards in this handbook, the Village's Erosion Control and Stormwater Management Ordinance (Chapter 56), and the Wisconsin Administrative Code NR 151 (1 acre or greater land disturbance). Should there be a conflict between the regulations in the aforementioned

Examples of desired stormwater management designs.

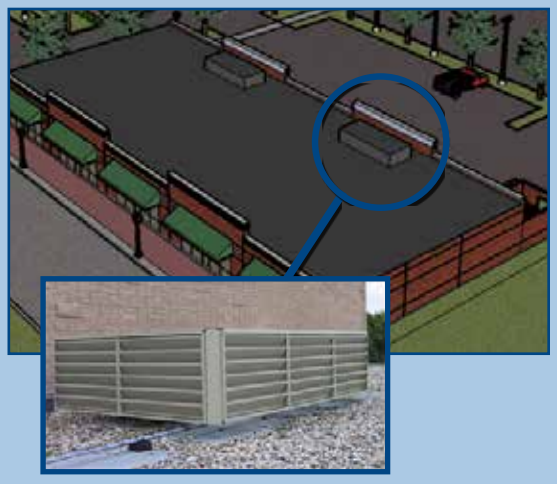


Examples of permeable surfaces: porous concrete (left) and paving blocks (right).

Storage/Service Areas & Screening

INTENT: To improve the appearance of the built environment by mitigating the negative aesthetic impact on the remainder of the street, corridor and neighborhood/district.

Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick wall with landscaping (lower).



Example of a building facade screening rooftop mechanical from ground view.

Recommendations

A. Shared garbage and recycling facilities are encouraged, where practical, as a means to meet screening requirements and access needs.

B. Rear yard loading dock and staging areas are strongly encouraged.

A. ***Seven Bridges:*** Consider using mechanical systems that utilize renewable energy (solar, wind, geothermal) and minimize greenhouse emissions.

Minimum Standards

1. Street-level and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street, Halfway Creek, or adjacent properties. Electrical service boxes are excluded from this requirement (see Standard 4).
2. If possible, placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side or rear yard.
3. Loading dock(s) **shall not** face the (most prominent) street. Any loading dock facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site and building design.
4. Outdoor storage of products, materials, or equipment is **prohibited** in the front yard. Short-term display items or items that are available for purchase by customers are exempt from this standard.
5. Screening/Fences **shall** meet the Village's General Zoning Regulations (Section 195-8), and **shall** be constructed of material, be sized and located in a manner that complements the building design and character.
6. ***Multi-Family:*** Trash and recycling containers **shall** be located at the rear end of the site and **shall** be screened from public view.
7. ***All uses, excluding Multi-Family:*** Trash and recycling containers **shall** be strategically located or screened so that they are not visible from a public street, Halfway Creek, or adjacent properties.

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.

Recommendations

A. Buildings and site lighting should complement each other in color, material, and design.

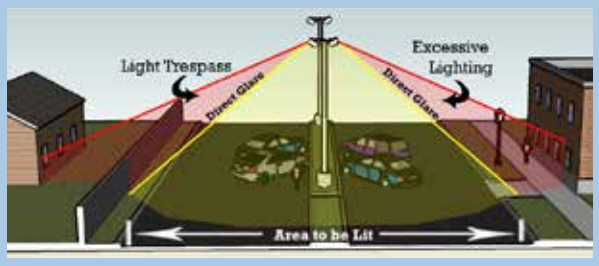
B. Exterior lighting should render colors as accurately as possible (i.e. no green or yellow tint).

C. Preferred light types include: LED, fluorescent, and high-pressure sodium. Mixing of lighting types should be avoided.

D. PARKING LOTS and walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. Illumination of PARKING LOT entrances is encouraged.

Minimum Standards

1. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.
2. Exterior lighting **shall** be located, oriented and of an intensity to illuminate only the building site or lot, where located, without detrimentally affecting activity on adjacent lots or to roadway traffic.
3. Parcels abutting or across the street from residential or park use **shall not** cause light trespass in excess of 0.5 FOOTCANDLES as measured horizontally, five (5) feet above the ground at the property line of the affected parcel line.
4. Exterior light fixtures **shall** be full cut-off, excluding ground lighting of the building architectural/landscaping elements.
5. Exterior Lights are **prohibited** from:
   - being directed to the sky;
   - being located or affixed to any roof; and,
   - flashing, pulsating, being so bright as to impair/hinder vision on streets or adjacent sites, or otherwise constitute as a nuisance.
6. Parking and security lighting poles **shall not** be taller than the maximum allowable building height allowed in the underlying zoning district for the property, or forty (40) feet, whichever is less. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.



Examples of a prohibited light fixtures: (Left) non-cutoff light fixture; (Right) excessive lighting.

Examples of full cutoff fixtures that minimize glare and light pollution.

Examples of preferred lighting: (Left) shielded light fixture that cuts down on light trespass; (Right) lighting fixture above sign directed down.

SITE DESIGN

Signage

INTENT: To promote effective and attractive signage that complements the building's architectural character and reflects the character of the district and Village.

SITE DESIGN

Ground Monument Sign

Neon (interior) Sign

Wall Sign

Window Sign

Awning Sign

Projecting Sign

Examples of reverse "halo" illumination (above) and pushed thru letters w/ opaque background (lower).

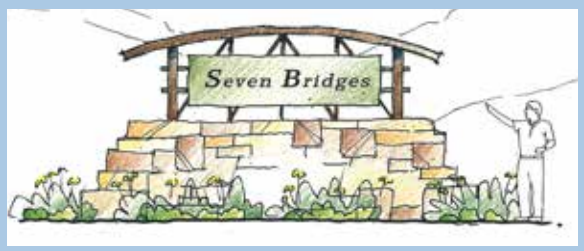


Illustration of the theme for the district, based on the Seven Bridges Master Plan.

Recommendations

A. Preferred types include: wall-mounted sign (facing the street), window sign, ground monument FREESTANDING SIGN (***except in Downtown - Core)***, and AWNING SIGN.

B. Signs should be constructed with durable, attractive materials. Plastic signs are discouraged.

C. Freestanding POLES SIGNS are discouraged.

D. Building-mounted sign should not obscure architectural details.

E. Exterior lights illuminating a sign should be mounted above the sign and directed downwards, rather than directed towards the sky.

F. Preferred internal sign illumination techniques include REVERSE ILLUMINATION "halo effect", and pushed thru letters with solid background (see examples in sidebar). A DIRECTLY ILLUMINATED SIGN (light box) is strongly discouraged.

G. Sign(s) should indicate only the name of the business, nature of business, and/or the street address.

H. ***Seven Bridges***: signage design is encouraged to complement the character and theme of the Seven Bridges Master Plan.

I. ***Seven Bridges, Holmen Drive & Downtown:*** Signage height should be minimized to create a pedestrian-friendly environment. Preferred sign height is between five (5) feet and ten (10) feet.

Minimum Standards

1. All signs **shall** conform to the design and maintenance requirements of the Village's Sign Ordinance (Chapter 195: Article XII) and a sign permit **shall** be acquired.
2. All signage (i.e., site and building signs) **shall** be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.

See the next page for examples of good and bad sign designs.

3. If allowed, FREESTANDING SIGNS **shall** have landscaping elements (e.g., planting material, boulders, fencing) surrounding the base/post of the sign.
4. The mass of an awning used as a sign **shall not** dominate the facade of the building to which it is attached.
5. The following sign types are **prohibited** based on the property's location:
   - ***Holmen Drive:*** neon sign (excludes interior usage).
   - ***Seven Bridges & Downtown - Gateway Area:*** neon sign (excludes interior usage) and POLE SIGNS.
   - ***Downtown - Core Area:*** neon sign (excludes interior usage) and FREESTANDING SIGNS.
6. ***Seven Bridges***: FREESTANDING SIGNS **shall** be designed and positioned to frame the front edge of the site.

Freestanding Pole Sign

Neon Sign & Roof Sign

The above examples does not meet Standard #4, as the awning signs dominates the facade.

The signs above use high-quality materials and landscaping along the base of the sign.

Signage (cont.)

The images below provide good and bad sign examples.

SITE DESIGN

GOOD DESIGN. *Quality building materials, simple font, and a variety of base plantings.*

BAD DESIGN. *Lack of overall composition between brick pillars, conduit visible, no base to the sign, no base landscaping, and excessive large text.*

GOOD DESIGN. *Quality building materials that matches the primary building, and base plantings*

BAD DESIGN. *Materials and colors do not match building, and no base plantings.*

GOOD DESIGN. *Legible text font and size, while still providing significant visibility in the store.*

BAD DESIGN *The window signage covers most of the windows. Lack of visibility in the store is a safety concern and the over-signing detracts from the building architecture.*

BAD DESIGN. *This wall sign obscures the existing architectural features, including part of the windows, and is out of proportion to the building mass.*

BAD DESIGN. *The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.*

BAD DESIGN. *The projecting sign is placed in front of a window while an alternative location between the windows is available. The mass of the sign is distracting to the overall building.*

GOOD DESIGN. *This sign is placed well within the existing architectural features (centered on the brick inlays and above the window/awnings, but below a cornice line).*

GOOD DESIGN. *The sign is complementary to the building stone and window trim. The lettering is simple, subdued in color, contrasts well with the sign background, and incorporates a central logo.*

GOOD DESIGN. *This sign has a mounting bracket over it, does not cover up any architectural elements, and matches the building's color scheme.*

Scale & Articulation

INTENT: To strengthen the character within the neighborhood/district by providing visual interest and human scale.

BUILDING DESIGN

The above images show how a building can differentiate its facade to break up the facade (varying building planes, structural bay expression, and varying building heights).

An example of a well-defined base, body, and cap.

The images above illustrate techniques used to vary the facade heights along a long facade.

Recommendations

A. Structures should be consistent or compatible with the surrounding area. Compatibility may be achieved through the use of various visual architectural elements, such as similar rooflines, building orientations, forms/shapes, proportions (scale and mass), door and window patterns (fenestration), materials, and other architectural detailing.

B. Building design should have details and proportions that are scaled to the pedestrian.

C. Two story buildings are encouraged with additional stories where appropriate.

D. Avoid large, undifferentiated building walls and roof lines. Desired design features include variation in materials and colors, projecting and recessed bays, and variation in building heights.

E. All architectural elevations of buildings should consist of a base, middle and top. The base and the cap should be clearly distinguishable from the body through changes in color, material, profile or texture.

F. New buildings should establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).

G. ***Seven Bridges***: Building design is encouraged to complement the character and theme of the Seven Bridges Master Plan, including franchise businesses.

H. ***Retail & Mixed Use:*** Buildings should be easily utilized for a wide variety of businesses, avoiding franchise design that signifies a particular brand or product.

I. ***Big Box Commercial:*** Integrating smaller retail stores as part of a larger retail building is encouraged.

Minimum Standards

1. An accurately-measured elevation of each exposed building facade **shall** be submitted with the Design Standards Checklist.
2. ***Downtown:*** principle building shall be a minimum of two-stories.
3. Where allowed, one-story buildings **shall** be designed with extended facades and parapets to give the impression of a two-story building; however, they **shall** be designed three-dimensionally to hide their "fake" characteristics.
4. ***Downtown:*** Building elevations visible from a public street **shall** consist of a base, middle and top. The base and the cap should be clearly distinguishable from the body through changes in color, material, profile or texture.
5. Principal buildings **shall** have clearly defined, highly visible customer entrances featuring architectural elements (e.g., canopies, porticos, overhangs, arcades, raised parapets, or roof forms).
6. Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques:
   - expression of structural bays,
   - variation in roofline,
   - variations in material, and/or
   - variation in the building plane.
7. Accessory buildings and structures **shall** be compatible with the principal building in terms of building facade character, roof shapes, materials, colors and architectural details.
8. All building facades facing a public street **shall** receive full design consideration. This means that the facades **shall** be subdivided and proportioned using features such as windows, frames, sills and lintels, shading devices, and wall modulations.
9. ***Industrial:*** Office components **shall** be subdivided and proportioned using architectural features such as windows, entrance features, arcades, porches, trellises, and/or stainless steel cables with vines along no less than fifty (50) percent of the facade.

These images provide examples of the desired design for a retail building (upper) and a franchise fast-food restaurant (lower). Also the color/material palette fits the "naturalistic" theme desired in the **Seven Bridges Neighborhood**.

Roofline

INTENT: To establish well designed buildings that provide positive visual interest.

BUILDING DESIGN

Consider use of green roof infrastructure, where feasible and appropriate.

The example above shows a raised parapet wall and cornice that extends back to give the perception of three-dimensional facade (desirable).

The example on the right shows a "fake" parapet wall and cornice that is not three-dimensional (as it lacks depth).

*A low-slope roof, which does not meet **Standard 4.***

Recommendations

A. ***Downtown:*** Flat or mansard roof design is preferred.

B. Parapet walls with cornices are encouraged.

C. Consider using green roof technologies, wherever feasible.

Minimum Standards

1. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings **shall** be submitted with the Design Standards Checklist.
2. A positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
3. Cosmetic "fake" parapets and facades, if used, **shall** be designed three-dimensionally to hide their "fake" characteristics (as they usually lack depth).
4. Pitched roofs **shall** have a slope no less than 5:12.

Street-Level & Secondary Facades

INTENT: To provide facades that enliven the adjacent sidewalks and/or roadways.

Recommendations

A. The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.

B. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

C. Secondary facades facing a public street (i.e., corner buildings) are encouraged to incorporate the same materials and design elements (proportions, scale, windows, doors, etc.) from the primary facade along the secondary street. If a change of design or material is desired, make the transition at an architectural feature, such as column, structural bay articulation, protruding/receding building plane, etc.

Minimum Standards

1. An accurately-measured elevation of each exposed building facade **shall** be submitted with the Design Standards Checklist.
2. ***Downtown:*** Secondary facades facing a public street (i.e., corner buildings) **shall** incorporate the same materials and design elements (proportions, scale, windows, doors, etc.) from the primary facade along the secondary street. If a change of design or material is desired, make the transition at an architectural feature, such as column, structural bay articulation, protruding/receding building plane, etc.
3. ***All uses, excluding Industrial***: A discernible "base" **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.

An example of street-level facade that is scaled to humans and provide visual interest.

An example of a well-defined base, body, and cap.

Example of a secondary facade continuing the design quality, material palette, and color palette of the primary facade. Note the change of material at an architectural element (protruding building plane).

Windows & (Garage) Doors

INTENT: To enliven and activate the street.

Reflective or dark-tinted glass on front facade at the ground-level is discouraged.

An existing building that meets the clear glass threshold in the Neighborhood Area and in the Downtown District.

Note that even side facades within 80 feet of a public street must also meet this 30% threshold (Holmen Drive District).

The above example is not in the Freeway Area; however, it is an example of a building that just meets the 20% clear glass on the ground-level threshold set for buildings in the Freeway Area.

Recommendations

A. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the ground level.

B. A minimum of two (2) feet is desired between the glass and any interior dividers to allow for product display.

Minimum Standards

1. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.
2. There **shall** be no rows of garage doors on ***Multi-Family uses***, overhead service doors or loading docks facing a public street. If the SPAR Board finds that there is no feasible alternative orientation, such doors and docks facing public streets **shall** be screened with landscaping and/or softened by architectural detailing.
3. ***Downtown:*** Street-facing facades **shall** be comprised of at least forty (40) percent CLEAR GLASS measured from two (2) to ten (10) feet above grade.
4. ***Holmen Drive - Neighborhood Area:*** Facades within eighty (80) feet of a public street **shall** be comprised of at least thirty (30) percent CLEAR GLASS measured from two (2) to ten (10) feet above grade. ***Buildings to be used primarily for industrial uses may meet this thirty percent threshold using the entire facade (rather than between two and ten feet).***
5. ***Holmen Drive - Freeway Area:*** Facades within eighty (80) feet of a public street **shall** be comprised of at least twenty (20) percent CLEAR GLASS measured from two (2) to ten (10) feet above grade. ***Buildings to be used primarily for Industrial uses may meet this twenty percent threshold using the entire facade (rather than between two and ten feet).***
6. ***Seven Bridges***: Garages **shall** be recessed from the front facade(s) by a minimum of two (2) feet to minimize their visual impact on the design.

Projections

INTENT: To promote quality design and pedestrian-friendly environments.

Recommendations

A. Use of ground floor awnings and canopies are strongly encouraged.

B. Awning colors should relate to and complement the primary colors of the building facade.

C. Glowing awnings (backlit, light shows through the material) are discouraged. Preferred lighting methods include lighting fixtures directed down onto the awning or light fixtures beneath the awning directed to towards the sidewalk.

D. Awnings using wood or shingle components are discouraged. Cloth, vinyl, and metal are the preferred awning materials.

Minimum Standards

1. Awnings/Canopies **shall** be at least eight (8) feet above the sidewalk.
2. The mass of an awning used as a sign **shall not** dominate the facade of the building to which it is attached.

*The above image provides an example of an awning that is **prohibited**, as the mass of the awning dominates the facade. The style of the awning also does not complement the building architecture.*

The backlit awning shown above image is discouraged in the Village. The desired light condition include light fixtures above the awning/ canopy directed on the roof of the awning, or below the awning/canopy directed to the ground.

Exterior Colors & Materials

INTENT: To reinforce the existing character, and to provide for variety and visual interest.

BUILDING DESIGN

Above are examples of preferred colors for the primary facade, meeting Recommendation "B".

The example on the left shows the continuation of the front facade's design and materials to the side street, terminating at a change in the building plane.

An example of a commercial building using high-quality brick and stone veneers and earth tone color palette.

*Examples of **prohibited** use of fluorescent / bright color as the primary facade color.*

Recommendations

A. Materials and colors should be consistent or compatible with the architectural character of the surrounding area.

B. The use of low reflectance material, subtle, neutral, or earth tone colors as the predominant colors on the façade is encouraged (see side bar).

C. Preferred exterior finish materials include kiln-fired brick, high-quality natural cut stone or brick veneer, terra-cotta, wood siding / details, fiber cement siding, and engineered wood siding (e.g., LP Smartside, TruWood).

D. Material should be of durable quality. Use of inferior or lesser quality materials on sides and rear facades should be minimized.

E. EIFS is discouraged as a principle facade material, but is acceptable above the ground floor and as an accent material.

Minimum Standards

1. A facade illustration and samples/pictures of building material/color palette **shall** be submitted with the Design Checklist.
2. Day-glo or fluorescent colors are **prohibited**. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. All exposed sides of the building **shall** use similar or complementary materials and colors as used on the front facade.
4. Exposed side/secondary facade **shall** utilize the same materials as the primary front facade, extending a minimum of eight (8) feet or transition at an architectural feature (e.g., column, structural bay articulation, protruding/receding building plane).
5. Building materials susceptible to damage by vehicles or maintenance equipment, including metal siding/panels and EIFS, are **prohibited** on the lower three (3) feet above grade adjacent to a paved and/or lawn area.

6. Building facades clad with a single exterior surface material **shall** provide some additional architectural design elements to break up the plane of large faceless and/or nondescript walls. This may be achieved by architectural design treatments consistent with the principal building design.

7. All facades of buildings **shall** be finished with an aesthetically pleasing material(s) (e.g., kiln-fired brick, high-quality natural cut stone, decorative masonry (brick/stone) panelized products, terra-cotta, glass panels, decorative or engineered wood siding, fiber cement siding, EFIS and decorative metal architectural paneling.)

8. ***All Uses, Excluding Industrial:*** **Prohibited** materials include gravel aggregate materials, SMOOTH-FACED CMU, polished stone, concrete panels, smooth/corrugated metal panelized products, rough sawn wood and vinyl siding.

9. ***All Uses, Excluding Industrial:*** Brick, stone, high quality brick/stone veneer or similar decorative masonry material **shall** make up at least sixty (60) percent of any street facing facade and at least forty (40) percent of any non-street facing facade. Increased masonry and architectural requirements will be stipulated when uses are in a Design Overlay District and in view of a primary corridor such as Holmen Drive (Hwy. HD/35), Hwy. 53 or Main Street. Flexibility in lowering the minimum masonry requirement may be considered for completely unexposed facades.

10. ***All Uses, Excluding Industrial:*** High-quality metal panel/siding systems and other decorative metal architectural panelized products **shall not** cover more than fifteen (15) percent of any street facing facade and **shall not** cover more than thirty (30) percent of any non-street facing facade.

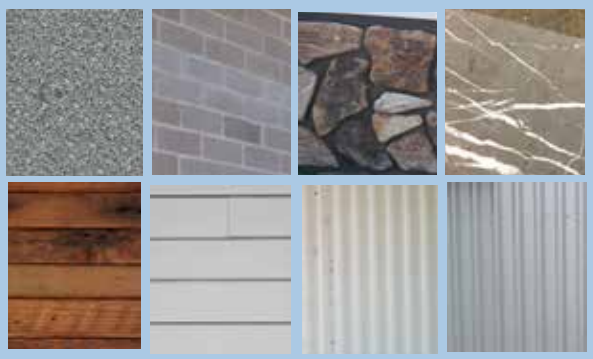
(continued on the next page)

Prohibited Design ***Acceptable Design****

Left: A metal-faced building devoid of any architectural merit with a base susceptible to damage.

Right: A building with a stone base and metal siding as the primary facade material. This example would be acceptable for an industrial building on non-street facing facades (*).

An example of a building using a high-quality decorative metal product as an accent material on a non-street facing facade.



*Above are **prohibited** materials (top left to bottom right): aggregate material, smooth-faced CMU, low-quality stone veneer, polished stone, vinyl siding, rough-sawn wood siding, corrugated metal, and ribbed metal.*

Exterior Colors & Materials (cont.)

The above example provides a potentially acceptable use of concrete-panel using horizontal color bands and panel scoring to add architectural merit.

11. ***Industrial Uses:*** **Prohibited** materials include gravel aggregate materials, SMOOTH-FACED CMU, polished stone, plain concrete-panelized products or smooth/corrugated metal panelized products devoid of any architectural merit or character, rough sawn wood siding and vinyl siding.

12. ***Industrial Uses:*** Brick, stone, high quality brick/stone veneer or similar products, split face CMU or decorative concrete masonry panelized products **shall** make up at least fifty (50) percent of any street facing facade and at least twenty-five (25) percent of any non-street facing facade. Increased masonry and architectural requirements will be stipulated when uses are in a Design Overlay District and in view of a primary corridor such as Holmen Drive (Hwy. HD/35), Hwy. 53 or Schaller Boulevard. Flexibility in lowering the minimum masonry requirement may be considered for completely unexposed facades.

The images below and on the next page provide examples of well-designed buildings with a mix of high-quality materials and compatible color palettes.

Multi-Family / Mixed Use

Office

BUILDING DESIGN

Exterior Colors & Materials (cont.)

BUILDING DESIGN

Service & Retail

Industrial

Industrial Building Design

***BAD* Design Elements:** *Single story office space with no parapet, no clear base to the building, small tinted windows, significant use of low quality exterior building material, and minimal landscaping.*

***BAD* Design Elements:** *Horizontally-proportioned facade, no articulation of base, middle and top, reflective tinted windows, use of only one exterior building material, and no landscaping.*

***GOOD* Design Elements:** *Extrusion of the building plan around the entry.*

***BAD* Design Elements:** *Horizontal proportioned facade (and windows), tinted and reflective windows, and lack of articulation (or windows) in warehousing/ manufacturing portion of the building.*

***GOOD* Design Elements:** *Base of building articulated throughout, good design elements in the office component (two-story front, building articulation), walkways, and landscaping*

***GOOD* Design Elements:** *Variation in building plane, building articulation, entrance features (canopy and material change), walkways, and landscaping.*

***GOOD* Design Elements:** *Two-story building, vertically-proportioned windows, glass wall sections breaking up the long facade, significant window along front facade, articulation of the base and top, good quality exterior building materials, canopy over building entrance, walkways, and landscaping.*

Big Box / Strip Retail Design

LAND USE DESIGN GALLERY

BAD Design Elements: *Primarily blank walls, no fenestrations (excluding the entrance), horizontally-proportioned facade, low quality exterior building material, no landscaping, and sea of parking with no medians/islands.*

GOOD Design Elements: *Articulation of the building entrance*

BAD Design Elements: *Horizontally-proportioned facade, low quality exterior building material, no landscaping, and sea of parking with no medians/islands.*

GOOD Design Elements: *Arcade and significant fenestrations*

BAD Design Elements: *Fake-looking facade and sea of parking with no medians/islands.*

GOOD Design Elements: *Vertically-proportioned facade, good amount of fenestration, varying building heights, and good quality exterior building materials*

GOOD Design Elements: *Vertically elements, good amount of fenestration, varying building height, good quality exterior building materials, and articulation of building entrance*

GOOD Design Elements: *Vertically-proportioned facades, good amount of fenestration, varying building height, good quality exterior building materials, articulation of building entrance, and landscaped parking islands/medians*

Mixed Use Building Design

Bad Design

***BAD* Design Elements:** *Minimal fenestrations along the street-level facade, horizontally-proportioned facade, no articulation between commercial first floor and residential upper units, low quality exterior building material, buildng setback with parking in front of building, and no landscaping.*

Better Design

***BAD* Design Elements:** *No clear definition between the lower and upper level, and parking along the front of the building.*

***GOOD* Design Elements:** *Significant fenestrations on street-level and on the upper floor, canopies over windows, high-quality materials, varying roofline, and articulation of the building's primary entrance.*

Best Design

***GOOD* Design Elements:** *Verically-proportioned facade, articulation between street-level commercial and residential units above, significant fenestrations on street-level, varying roofline, high quality building materials, and ample landscaping.*

Best Design

***GOOD* Design Elements:** *Verically-proportioned facade, articulation between street-level commercial and residential units above, significant fenestrations on street-level, varying roofline, building sections set back from primary facade, and high quality building materials.*

Office Building Design

LAND USE DESIGN GALLERY

BAD Design Elements: *Primarily blank walls, no fenestrations (excluding the entrance), horizontally-proportioned facade, minimal landscaping.*

BAD Design Elements: *Primarily blank walls, minimal fenestrations with no clear glass (no visibility into the building), horizontally-proportioned facade, no landscaping, and no articulation of the building entrance.*

GOOD Design Elements: *Horizontal expression line and clear story windows*

BAD Design Elements: *No clear glass (no visibility into the building), horizontally-proportioned facade, and little articulation of the building entrance.*

GOOD Design Elements: *Horizontal expression line, significant fenestrations, and ample landscaping.*

GOOD Design Elements: *Vertically-proportioned facade, significant fenestrations with clear glass, articulations of the building entrance, varying building heights, and high-quality exterior building materials.*

GOOD Design Elements: *Vertical facade elements, significant fenestrations, articulations of the building entrance, horizontal expression line, varying roofline, and high-quality exterior building materials.*

Checklist

Instructions

If a section of these standards does not apply to the proposed project (*e.g. parking standards for a facade renovation project*) the entire section can be skipped by checking the "does not apply" box NA. If any part of a section does apply, please fill out the entire section with checks for completed standards and cross outs ☒ for any that do not apply.

In addition to this checklist, a site plan shall be submitted, including (*as applicable*):

- ☐ Trash and recycling containers
- ☐ Pedestrian pathways
- ☐ Parking and circulation
- ☐ Landscaping
- ☐ Stormwater management features
- ☐ Lighting

CHECKLIST

SITE DESIGN

	Applicant	Staff	SPAR	
Streets & Private Roads Standards NA Comments *(office use only)*:	☐	☐	☐	1. Sidewalks are provided.
	☐	☐	☐	2. On-street bicycle facilities and/or off-road paths, where deemed necessary by the Village, are provided.
	☐	☐	☐	3. Street crossings are clearly marked for pedestrians on major roadways.
	☐	☐	☐	4. *Seven Bridges:* Trees are planted along private roads with a minimum of 50-FT spacing.
Site Layout & Street Relationship Standards NA Comments *(office use only)*:	☐	☐	☐	1. At least one functional building entrance faces the most prominent street.
	☐	☐	☐	2. All building entrances are connected to the public sidewalk.
	☐	☐	☐	3a. *Holmen Drive - Neighborhood Area & Seven Bridges:* Primary structures are built within 40 feet of the front property line, or within 80 feet if the setback allows for parking.
	☐	☐	☐	3b. *Holmen Drive - Freeway Area:* Primary structures fronting Holmen Drive are built within 160 feet of the front property line. Primary structures fronting any other public street is within 80 feet of the front property line.

Checklist

CHECKLIST

	Applicant	Staff	SPAR
3c. *Downtown - Gateway Area:* Primary structures are built within 20 feet of the front property line, or within 60 feet if the setback allows for parking.	☐	☐	☐
3d. *Downtown - Core Area:* Primary structures are built within 10 feet of the front property line, or within 20 feet if the setback provides an activity area.	☐	☐	☐
4a. *Holmen Drive - Neighborhood Area:* Within 30 feet of the front property line, parking does not cover more than 50% of the Holmen Drive frontage.	☐	☐	☐
4b. *Holmen Drive - Freeway Area:* Within 30 feet of the front property line, parking does not cover more than 80% of the Holmen Drive frontage.	☐	☐	☐
5. *Holmen Drive & Downtown:* Retail and Mixed Use buildings have a walkway/sidewalk along the full length of the primary facade.	☐	☐	☐

Site Layout & Street Relationship (cont.) Standards

Comments *(office use only)*:

	Applicant	Staff	SPAR
1. PARKING LOTS are paved and include concrete curbs along all parking/drive areas, excluding gaps allowing stormwater flow into infiltration basins.	☐	☐	☐
2. PARKING LOTS are illuminated.	☐	☐	☐
3. Walkways are provided connecting building entrances to the public sidewalk, if applicable. Walkways that cross parking areas or drive aisles are clearly marked, either with different paving material or with painted crosswalk striping.	☐	☐	☐
4. PARKING STALLS and DRIVE AISLES are separated from the public ROW and adjacent property lines by a planted landscape buffer not less than 5 feet wide.	☐	☐	☐
5. PARKING LOTS access driveways to arterial and collector streets have a minimum throat depth of 20 feet and are separated from PARKING STALLS by planted landscaped dividers with concrete curb.	☐	☐	☐

Parking Areas Standards

NA

Comments *(office use only)*:

Checklist

	Applicant	Staff	SPAR	
Parking Areas (cont.) Standards Comments *(office use only)*:	☐	☐	☐	6. PARKING LOTS with rows of more than 20 parking spaces are interrupted by a landscape island or median with a min. of 8 feet with a tree planted.
	☐	☐	☐	7a. *Holmen Drive - Neighborhood Area:* Front off-street parking is no larger than a double-loaded parking aisle.
	☐	☐	☐	7b. *Holmen Drive - Freeway Area:* Front off-street parking is no larger than a double-loaded parking aisle.
	☐	☐	☐	7c. *Seven Bridges:* Front off-street parking is no larger than a double-loaded parking aisle.
	☐	☐	☐	7d. *Downtown - Gateway Area:* Front off-street parking is no more than single-loaded aisle.
	☐	☐	☐	7e. *Downtown - Core Area:* There is no front yard parking.
	☐	☐	☐	8. *Downtown:* Side yard parking is not more than 64 feet wide.
Landscaping & Stormwater Management Standards NA Comments *(office use only)*:	☐	☐	☐	1. Landscaping plans meet the Village's Landscaping and Bufferyard ordinance. Should there be a conflicting standard, the more restrictive shall apply.
	☐	☐	☐	2. Site design provides an area for snow collection that will not harm or kill plants.
	☐	☐	☐	3. Plantings and low fences between parking areas and public streets do not (and will not at full growth) obscure vision between 3-8 feet above the ground.
	☐	☐	☐	4. On-site stormwater management systems meet Village's Erosion Control and Stormwater Management Ordinance and WI Administrative Code NR 151 (1 acre or greater land disturbance). Should there be a conflicting standard, the more restrictive shall apply.
	☐	☐	☐	5. Stormwater is conveyed to on-site infiltration areas. Detention may be required for larger sites.

CHECKLIST

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	Applicant	Staff	SPAR
1. Street-level and rooftop mechanical equipment are not visible from the street, Halfway Creek, or neighboring property.	☐	☐	☐
2. If possible, service boxes are located away from the pedestrian zone.	☐	☐	☐
3. Loading areas are not facing the (most prominent) street -AND- any loading areas facing residential property are screened with landscaping and/or wall not less than 6 feet in height & integrated with the overall site design and/or building elements.	☐	☐	☐
4. There is no outdoor storage of products, materials, or equipment in the front yard (excluding short-term display items or items available for purchase).	☐	☐	☐
5. Screening/Fencing is compatible with the building architecture (material palette & design elements), as well as other site features.	☐	☐	☐
6. *Multi-Family use:* Trash and recycling containers are located in the rear of the site and are screened from public view.	☐	☐	☐
7. *All uses, excluding Multi-Family:* Trash and recycling containers are strategically located or screened so that they are not visible from the public street, Halfway Creek, or adjacent properties.	☐	☐	☐

Storage/Service & Screening Standards

NA

Comments *(office use only)*:

Checklist

	Applicant	Staff	SPAR	
Exterior Lighting Standards NA Comments *(office use only)*:	☐	☐	☐	1. Spec sheets for each light fixture are submitted.
	☐	☐	☐	2. Exterior lighting is located, oriented and of an intensity to illuminate only the building site or lot, where located, without detrimentally affecting activity on adjacent lots or roadway traffic.
	☐	☐	☐	3. Light trespass does not exceed 0.5 footcandles at the property line adjacent to park/residential use (at 5 feet above the ground).
	☐	☐	☐	4. Exterior lights use full-cutoff fixtures.
	☐	☐	☐	5. Exterior lights are NOT: ☐ directed to the sky, ☐ located or affixed to any roof, -AND- ☐ flash, pulsate, so bright as to impair/hinder vision on streets or adjacent sites, or otherwise constitute as a nuisance.
	☐	☐	☐	6. Parking/security poles are no taller than the building height restrictions in the underlying zoning district, or 40 feet, whichever is less. If abutting residential, the poles are no taller than 25 feet.

CHECKLIST

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	Applicant	Staff	SPAR
1. All signs conform to the design and maintenance requirements of the Village's Sign Ordinance (CH 195: Article 7).	☐	☐	☐
2. All signage is integrated with the architectural concept of the development in scale, detailing, use of color/materials, and placement.	☐	☐	☐
3. If allowed, FREESTANDING SIGNS have landscaping elements (e.g., planting materials, boulders, fencing) surrounding the base/post of the sign.	☐	☐	☐
4. The mass of the awning used as a sign does not dominate the facade of the building to which it is attached.	☐	☐	☐
5a. *Holmen Drive:* There are no exterior neon signs (excluding interior usage).	☐	☐	☐
5b. *Seven Bridges & Downtown-Gateway Area:* There are no exterior neon signs (excluding interior usage), or pole signs.	☐	☐	☐
5c. *Downtown-Core Area:* There are no exterior neon signs (excluding interior useage) and FREESTANDING SIGNS.	☐	☐	☐
6. *Seven Bridges:* FREESTANDING SIGNS are designed and positioned to frame the front edge of the site.	☐	☐	☐

Signage Standards

NA

Comments *(office use only)*:

Checklist

CHECKLIST

BUILDING DESIGN

Scale & Articulation Standards

NA

Comments *(office use only)*:

Applicant	Staff	SPAR	
☐	☐	☐	1. An accurately-measured elevation of each exposed building facade & any neighboring buildings is submitted.
☐	☐	☐	2. *Downtown:* principle building is at least 2-stories.
☐	☐	☐	3. Where allowed, one-story buildings are designed with extended facades and parapets to give the impression of a two-story building - AND - extended walls/parapets are designed three-dimensionally to hide "fake" characteristics.
☐	☐	☐	4. *Downtown:* Building elevations visible from a public street consist of a base, middle and top.
☐	☐	☐	5. Each principal building has clearly defined, highly visible customer entrances featuring architectural elements such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.
☐	☐	☐	6. Any building with a total width equal to or greater than its height utilizes one or more of the following techniques: ☐ expression of structural bay, ☐ variation in roofline, ☐ variation in material, -AND/OR- ☐ variation in the building plane.
☐	☐	☐	7. Accessory buildings and structures are compatible with the principal building in terms of building facade character, roof shapes, materials, colors and architectural details.
☐	☐	☐	8. All building facades facing a public street has received full design consideration. This means that the facades are subdivided and proportioned using features such as windows, frames, sills and lintels, shading devices and wall modulations.

Checklist

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	Applicant	Staff	SPAR	
9. *Industrial Uses:* Office components are subdivided and proportioned using architectural features such as windows, entrance features, arcades, porches, trellises, and/or stainless steel cables with vines along no less than 50% of the facade.	☐	☐	☐	**Scale & Articulation Standards (cont.)** NA Comments *(office use only)*:
1. An accurately-measure elevation drawing illustrating the roofline of the proposed building & any neighboring building is submitted.	☐	☐	☐	**Roofline Standards** NA Comments *(office use only)*:
2. A positive visual termination at the top of the building is established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.	☐	☐	☐	
3. Cosmetic "fake" parapets and facades, if used, are designed three-dimesionally to hide their "fake" characteristics.	☐	☐	☐	
4. The roof has a slope no less than 5:12.	☐	☐	☐	
1. An accurately-measured elevations of each exposed building facade and neighboring buildings are submitted.	☐	☐	☐	**Street-Level Facades Standards** Comments *(office use only)*: NA
2. *Downtown:* Secondary facades facing a public street (i.e., corner buildings) incorporate the same materials and design elements (proportions, scale, windows, doors, etc.) from the primary facade along the secondary street.	☐	☐	☐	
3. *All uses, excluding Industrial:* A discernible "base" is established, comprising at least the first 2 feet of the building, or at most the entire first floor facade.				

Checklist

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	Applicant	Staff	SPAR	
Windows & (Garage) Doors Standards NA Comments *(office use only)*:	☐	☐	☐	1. Diagram(s) illustrating the percentage of transparent glass on each street-facing facade is submitted.
	☐	☐	☐	2. There are no rows of garage doors on ***Multi-Family uses***, overhead service doors or loading docks facing the street. If the SPAR Board finds that it is infeasible to locate these elements on non-street facing facades, they are screened with landscaping and/or softened by architectural detailing.
	☐	☐	☐	3. *Downtown:* Street-facing facades have at least 60% clear glass between 2-10 feet above grade.
	☐	☐	☐	4. *Holmen Drive - Neighborhood Area:* Facades within 80 feet of a public street have at least 30% clear glass between 2-10 feet above grade (*Industrial buildings* can meet this requirement using the entire facade).
	☐	☐	☐	5. *Holmen Drive - Freeway Area:* Facades within 80 feet of a public street have at least 30% clear glass between 2-10 feet above grade (Industrial buildings can meet this requirement using the entire facade).
	☐	☐	☐	6. *Seven Bridges:* Garages are recessed from the front facade by a minimum of 2 feet.
Projections Standards NA Comments *(office use only)*:	☐	☐	☐	1. Awnings/Canopies are at least 8 feet above the sidewalk.
	☐	☐	☐	2. The mass of an awning used as a sign does not dominate the facade of the building to which it is attached.

CHECKLIST

Colors & Materials Standards

NA

Comments *(office use only)*:

	Applicant	Staff	SPAR
1. A facade illustration is provided depicting colors and materials and samples/pictures of each.	☐	☐	☐
2. No day-glo or fluorescent colors. No bright colors used as primary facade color.	☐	☐	☐
3. All exposed building sides use similar or complimentary materials and colors.	☐	☐	☐
4. Exposed secondary facades utilize the same materials as the primary facade that extends a min. of 8 feet or transitions at an architectural feature.	☐	☐	☐
5. Building materials susceptible to damage by vehicles or maintenance equipment, including metal siding/panels and EIFS, are not placed lower than 3 feet from grade adjacent to paved/lawn area.	☐	☐	☐
6. Building facades clad with a single exterior surface material has additional architectural design elements that break up the plan of large faceless and/or nondescript walls.	☐	☐	☐
7. All facades are finished with an aesthetically pleasing material(s).	☐	☐	☐
8. *All Uses, Excluding Industrial:* None of the following exterior building materials are used: materials include gravel aggregate materials, SMOOTH-FACED CMU, polished stone, concrete panels, smooth/corrugated metal panelized products, rough sawn wood and vinyl siding.	☐	☐	☐
9. *Industrial Use:* Brick, stone, high quality brick/stone veneer or similar decorative masonry material makes up at least sixty (60) percent of street-facing facade and at least forty (40) percent of non-street facing facade. Increased masonry and architectural requirements will be stipulated when uses are in a Design Overlay District and in view of a primary corridor such as Holmen Dr. (Hwy. HD/35), Hwy. 53 or Main St.	☐	☐	☐

	Applicant	Staff	SPAR	
Colors & Materials Standards (Cont.) NA Comments *(office use only)*:	☐	☐	☐	10. *All Uses, excluding Industrial:* High-quality metal panel/siding systems and other decorative metal architectural panelized products do not cover more than 15% of any street-facing facade and does not cover more than 30% of non-street facing facades.
	☐	☐	☐	11. Industrial Uses: None of the following exterior building materials are used: gravel aggregate materials, SMOOTH-FACED CMU, polished stone, plain concrete-panelized products or smooth/ corrugated metal panelized products devoid of any architectural merit or character, rough sawn wood siding and vinyl siding.
	☐	☐	☐	12. *Industrial Uses:* Brick, stone, high quality brick/ stone veneer or similar products, split face CMU or decorative concrete masonry panelized prod-ucts make up at least 50% of any street facing facade and at least 25% of any non-street facing facade. *Increased masonry and architectural requirements will be stipulated when uses are in a Design Overlay District and in view of a primary corri-dor such as Holmen Drive (Hwy. HD/35), Hwy. 53 or Schaller Boulevard.*