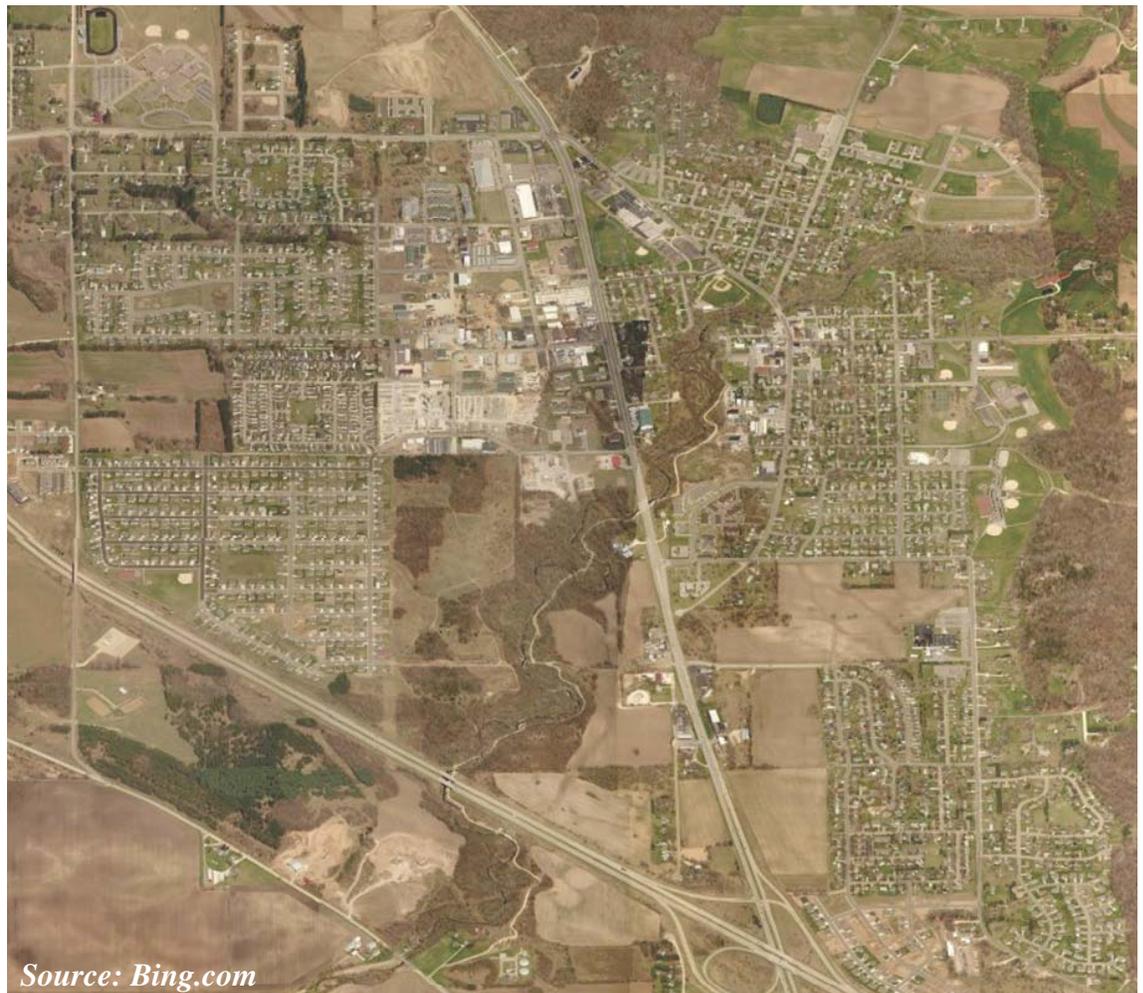


ARTICLE
XVI

VILLAGE OF HOLMEN

DESIGN STANDARDS

SEPTEMBER 25, 2012



Source: Bing.com

Created with assistance from
MSA Professional Services, Inc.

Table of Contents

2-6 ADMINISTRATION

- 3. Applicability & Submittal Requirements
- 4. Preliminary Review
- 5. Final Review

7-12 STANDARDS

- 7. Building Design
- 8. Exterior Building Materials
- 9. Exterior Lighting
- 10. Landscaping
- 11. Parking
- 12. Signage

13-18 DESIGN GALLERY

19-22 CHECKLIST

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 Comprehensive Plan, 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

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"x17")** to be reviewed, as requested by the Administrator, at least **ten (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.

Penalty

Any persons who violates any provision of this Article shall be required to forfeit not less than fifty dollars (\$50) nor more than five hundred dollars (\$500) 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, up to a maximum of five thousand dollars (\$5,000).

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.

INTENTIONALLY LEFT BLANK

INTENT: To encourage building design that compliments and contributes to a desirable community identity.

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.

Standards

1. Bright colors **shall not** be used as the primary facade color, but rather as a secondary (accent) color to highlight expression lines or details. Any accent color used **shall** be complimentary to the primary color or scheme.
2. Rooftop mechanical equipment, trash/dumpster areas, and other utility hardware located on the site **shall** be screened from public view with building and landscaping material or be located in a manner that is unobtrusive.
3. 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.
4. Accessory buildings and structures shall be compatible with the principal building in terms of building facade character, roof shapes, materials, colors and architectural details.



Example of bright accent colors highlighting the horizontal expression line between the first and second floors.



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



*A good example of a loading dock meeting **Standard #3**. The loading dock is not facing the street, is placed behind the building, and is set back to allow for a truck to be out of view from the public street.*



Exterior Building Materials

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

STANDARDS



Recommendations

- A. Materials should be consistent or compatible with the architectural character of the surrounding area.
- B. Material should be of durable quality.
- C. EIFS (Exterior Insulation and Finish System) is discouraged as a principle facade material, especially at ground level where susceptible to damage, but is acceptable above the ground floor and as an accent material.

Standards

1. The facades of buildings **shall** be finished with an aesthetically pleasing material(s) (e.g. predominately masonry, natural/cultured stone, wood, glass panels or ornate masonry materials), except where the building style requires a different material or where allowed by the SPAR Board.
2. **Prohibited** Materials: plain concrete-block, plain concrete-panel buildings or smooth/corrugated metal-faced buildings that are devoid of an architectural merit or character.
3. 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.

Exterior Lighting

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

Recommendations

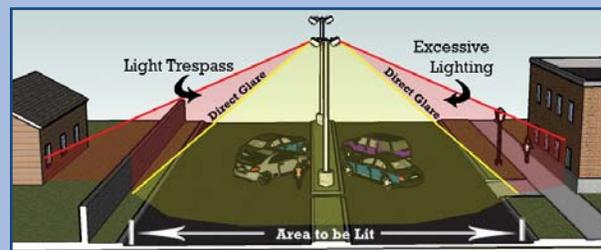
- A. Exterior lighting should be designed to complement the character of the building.
- B. Mixing of lighting types (i.e. sodium vapor, incandescent, mercury vapor and metal halide) should be avoided.
- C. Integration of similar lighting fixtures is encouraged.

Standards

1. All exterior lighting **shall** be energy efficient and **shall** be located, oriented and of an intensity to illuminate only the building site or lot, where located, without detrimentally affecting activity on adjacent sites or lots or traffic on streets and highways.
2. Lights **shall not** be located on the roofs of buildings. Any lights affixed to a building **shall** be oriented downward at an angle from the vertical so as to light only areas of the site.
3. Lights are **prohibited** from flashing, pulsating, being so bright as to impair/hinder vision on public streets or adjacent building sites, or otherwise constitute as a nuisance.
4. Exterior lighting is **prohibited** from shining on or adversely impacting neighboring properties or streets (i.e. light trespass, excessive lighting, direct glare).
5. 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.



Building light fixtures directed downward, lighting only the areas to be lit.



An example of a shielded light fixture that cuts down on light trespass.



An example of excessive lighting.

STANDARDS

Landscaping

INTENT: To highlight and protect pedestrian routes, guide the safe flow of vehicular traffic, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots.

STANDARDS



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.



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.

Recommendations

A. In addition to the minimum landscaping and greenspace requirements in the zoning district in which the development is located, the site and landscape plans should provide suitable greenspace and landscaping to conform to the overall intent of this handbook (Article XI).

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.

Standards

1. Landscape plans **shall** be well-planned and effective, especially along street frontages, within and around paved parking areas, and within buffer yards as screening for adjoining properties.
2. Terrace/street trees **shall** be planted to provide a street frontage buffer. In general, trees should be spaced 50-100 linear feet along street frontage.
3. All parking lot islands **shall** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.
4. Landscaping used to screen loading areas, dumpsters and mechanical equipment from public view, **shall** form an immediate, solid and continuous screen. Solid fencing with landscaping as an accent may be necessary to totally screen them from view.
5. Trees and shrubs **shall not** create blind spots along traffic ways for pedestrians or vehicle traffic.
6. Fences **shall** be constructed of material, and shall be sized and located in a manner, that complements the building design and character.

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

Recommendations

- A. All paved parking areas should be landscaped in order to minimize the impact of large expanses of pavement.
- B. Illuminating curb cuts and entrances to parking areas is encouraged.

Standards

1. All parking areas of five (5) or more vehicles **shall** be illuminated.
2. All parking areas of five (5) or more vehicles **shall** be paved and include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
3. Large paved areas (i.e. more than twenty (20) parking spaces) **shall** include well-designed parking islands.
4. Parking areas **shall** be screened along the periphery to soften the impact on adjoining properties.



A shared service driveway connects the two developments.



Examples of well landscaped parking medians that infiltrate stormwater.



Example of well landscaped parking edge.



Example of a landscaped parking island.

STANDARDS

Signage

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

STANDARDS



Awning Sign



Monument Sign



Projecting Sign



*The above examples does not meet **Standard #3**, as the awning signs dominates the facade.*

Recommendations

A. Preferred sign types include: wall-mounted (facing the street), monument-style freestanding, and awning.

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. Signage **shall** be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.
3. The mass of an awning used as a sign **shall not** dominate the facade of the building to which it is attached.
4. Freestanding signs **shall** be appropriately landscaped.

Monument-Style Sign Design

Weaker / Bad Design



Better Design



GOOD Design Elements: Not back-lit, solid base, and quality materials similar to building.



GOOD Design Elements: Significant plantings.



GOOD Design Elements: Plantings and quality materials similar to building.



GOOD Design Elements: Significant plantings and quality materials similar to building.

Big Box / Strip Retail Design

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

Bad Design



Bad Design



Better Design



Best Design



Best Design



Industrial Building Design

Weaker / Bad Design



Better Design



DESIGN GALLERY

Office Building Design

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.



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, building 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: *Vertically-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: *Vertically-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.*



INTENTIONALLY LEFT BLANK



Checklist

CHECKLIST

Applicant

Staff

Plan Com.

NA

EXTERIOR BUILDING MATERIAL

1. The facades of buildings is finished with an aesthetically pleasing material (e.g. natural/cultured stone, brick, wood, glass panels or ornate masonry materials), except where the building style requires a different material.

Comments (*office use only*):

2. The primary building is not devoid of an architectural merit or character, and does not use plain concrete-block, plain concrete-paneling, or smooth/corrugated metal.

3. 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.

NA

EXTERIOR LIGHTING

1. All exterior lighting is energy efficient and is located, oriented and of an intensity to illuminate only the building site or lot without detrimentally affecting activity on adjacent site or lots or traffic on streets and highways.

Comments (*office use only*):

2. Lights are not located on the the roof(s) of the building(s). All building lights are oriented downward at an angle from the vertical.

3. Lights do not constitute as a nuisance (i.e. flash, pulsate, or impair/hinder vision on public streets).

4. Exterior lights will not shine on or adversely impact neighboring properties or streets (i.e. light trespass, excessive lighting, direct glare).

5. Parking and security lighting poles are not taller than the maximum building height allowed in the underlying zoning district, or 40 feet (or 25 feet on properties abutting a residential use).

Checklist

Applicant

Staff

SPAR Board

NA

LANDSCAPING

Comments (*office use only*):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Landscape plans are well-planned and effective, especially along street frontages, within and around paved parking areas, and within buffer yards as screening for adjoining properties.
2. There are terrace/street trees planted that will provide a street frontage buffer.
3. All parking lots are planted and maintained with perennials, shrubs, and/or shade trees.
4. Landscaping used to screen loading areas, dumpsters and mechanical equipment from public view are immediate, solid and screen continuously.
5. Trees and shrubs do not create blind spots along traffic ways for pedestrians or vehicles.
6. Fences are constructed of material, sized, and located in a manner that complements the building design and character.

NA

PARKING

Comments (*office use only*):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. All parking areas of 5 or more vehicles are illuminated.
2. All parking areas of 5 or more vehicles are paved and include concrete curbs along all parking and drive areas.
3. Large paved areas (i.e. 20 or more spaces) include well-designed parking islands.
4. Parking areas are screened along the periphery to soften the impact on adjoining properties.

CHECKLIST

Checklist

CHECKLIST

NA

SIGNAGE

Applicant

Staff

Plan Com.

1. Signs conform to the design and maintenance requirements of the Village's Sign Ordinance.

Comments (*office use only*):

2. Signage is integrated with the architectural concept of the development in scale, detailing, use of colors and materials, and placement.

3. The mass of an awning used as a sign does not dominate the facade of building to which it is attached.

4. Freestanding signs are appropriately landscaped.