

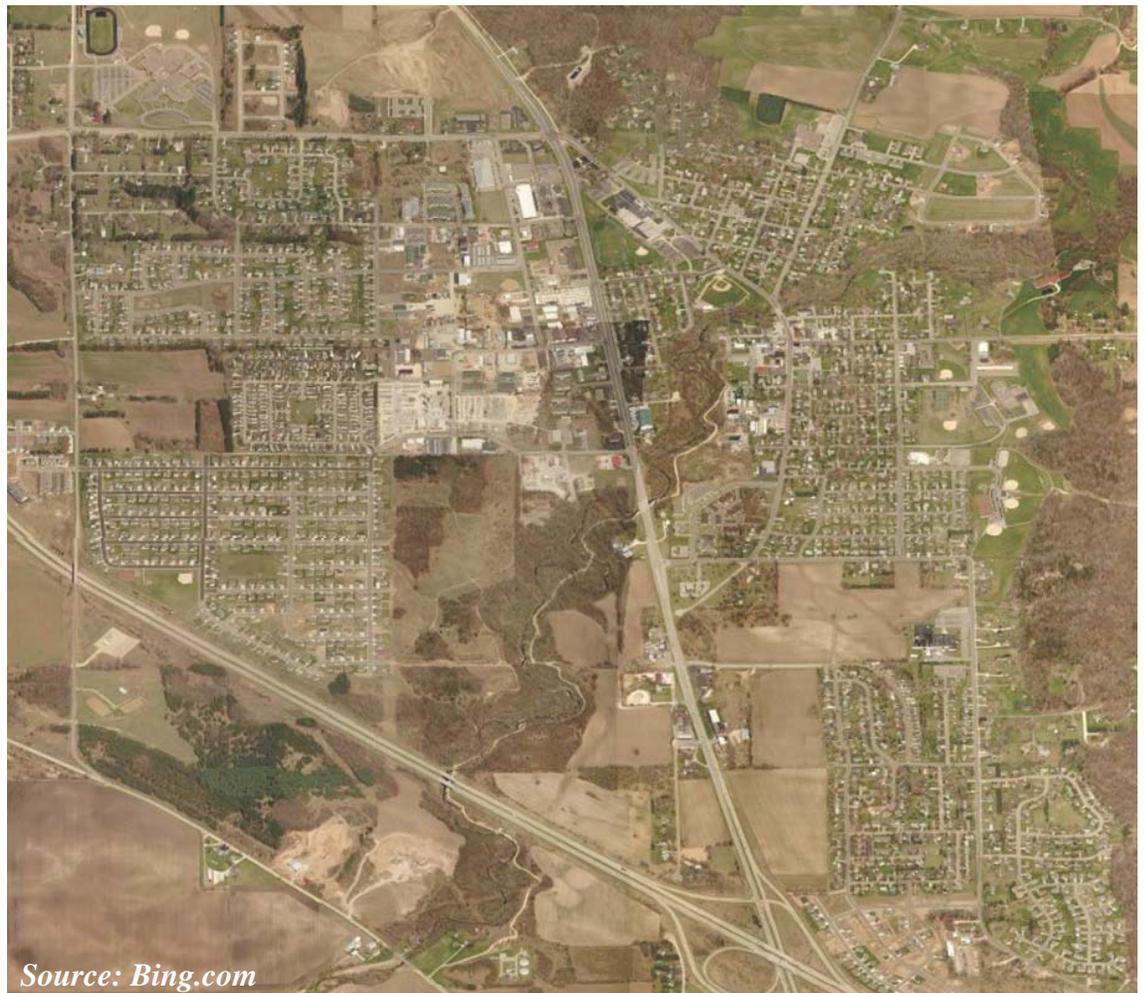
ARTICLE  
XVI

# VILLAGE OF HOLMEN

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## DESIGN STANDARDS

FINAL DRAFT  
SEPTEMBER 19, 2017



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# 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

## 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 **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. 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 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.

# Handbook Organization & Districts/Zones

## 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:

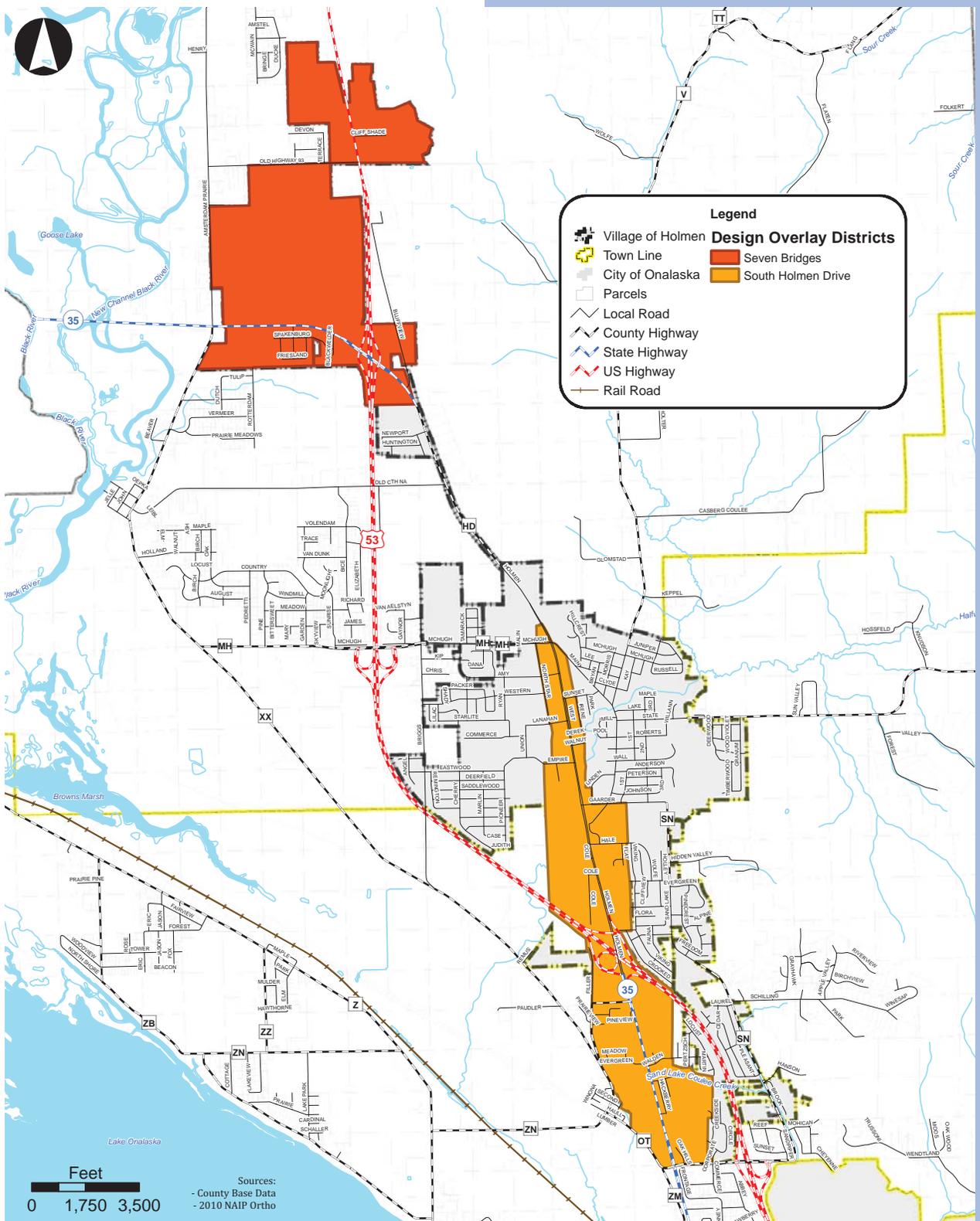
1. **Site Design** section covers non-building elements such as walkways, parking, private drives, stormwater, landscaping, signage, lighting, etc.
2. **Building Design** section covers building elements such as facades, windows and doors, projections, roofline, and storage/service areas.
3. **Design 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



ADMINISTRATION

# Design Overlay Districts

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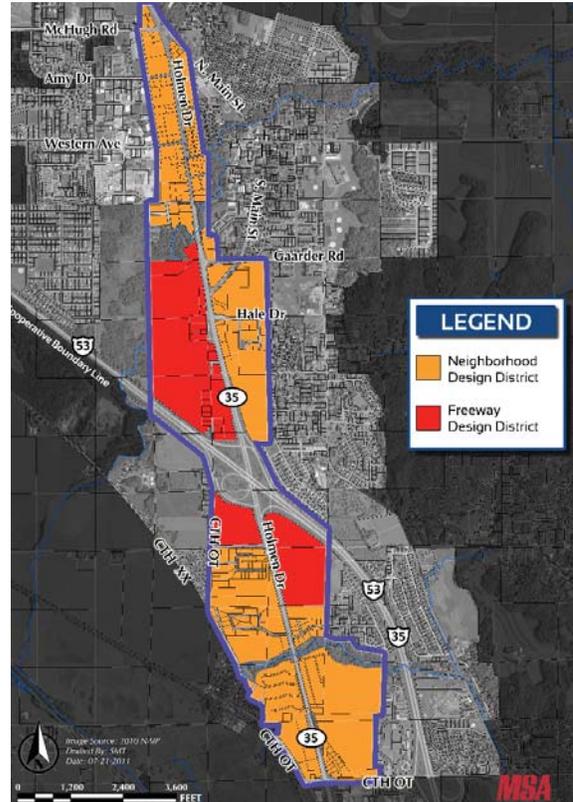
## SOUTH HOLMEN DRIVE OVERLAY DISTRICT

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. The parcels within these areas are generally smaller and less intensive than those found/planned in the Freeway Area.

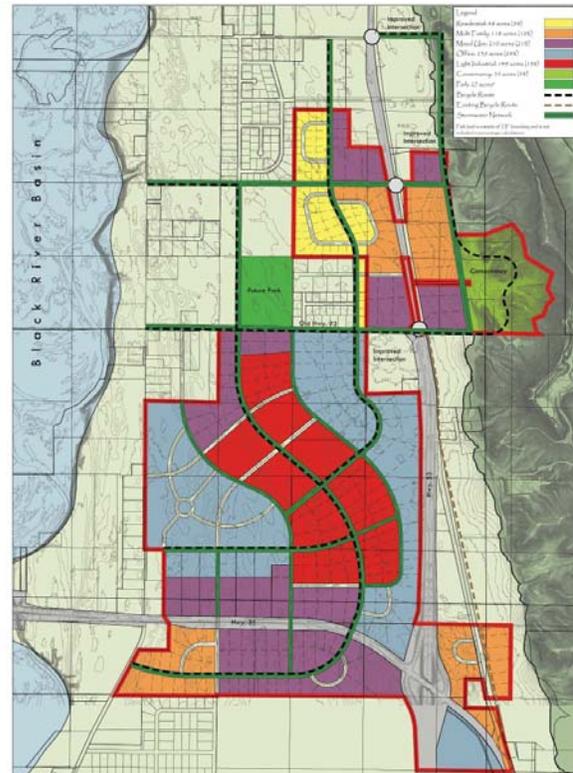
**Freeway Area** - This area includes portions of South Holmen Drive near State Highway 53. The majority of this land is undeveloped and is planned for more intensive uses than in the Neighborhood Area (i.e. highway commercial and mixed use) due to the large lots and proximity to freeway.



## 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.



# Terms

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

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

any parking area that has five (5) or more stalls

the area designated for a single vehicle to park

any free-standing sign which is supported by structures or supports in or upon the ground and independent of support from any building

Any sign extending more than 18 inches from the face of a wall or building.

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.

any sign erected upon or over the roof or parapet of any building

land reserved for public use, including streets and sidewalks

any sign attached to, erected on or painted on the wall of a building or structure.

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.

**Monument sign**

**Parking lot**

**Parking stall**

**Pole sign**

**Projecting sign**

**Reverse Illumination**

**Roof Sign**

**ROW (Right-of-way)**

**Wall Sign**

**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 a 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 DESIGN**

# 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.*

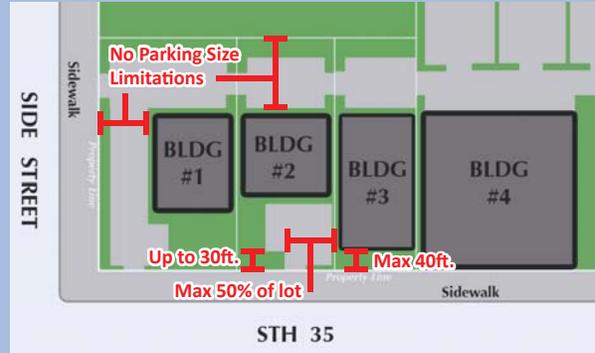
## Recommendations

- 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 be 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.
  - **South Holmen Drive - Neighborhood Area:** 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.
  - **South 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.
  - **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.
4. **South 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. **South Holmen Drive: 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 set with 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 secure 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 divider 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.
  - **South Holmen Drive - Neighborhood Area:** Off-street parking in front of the building **shall** be limited to a double-loaded parking aisle.
  - **South 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.



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 South 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 South 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

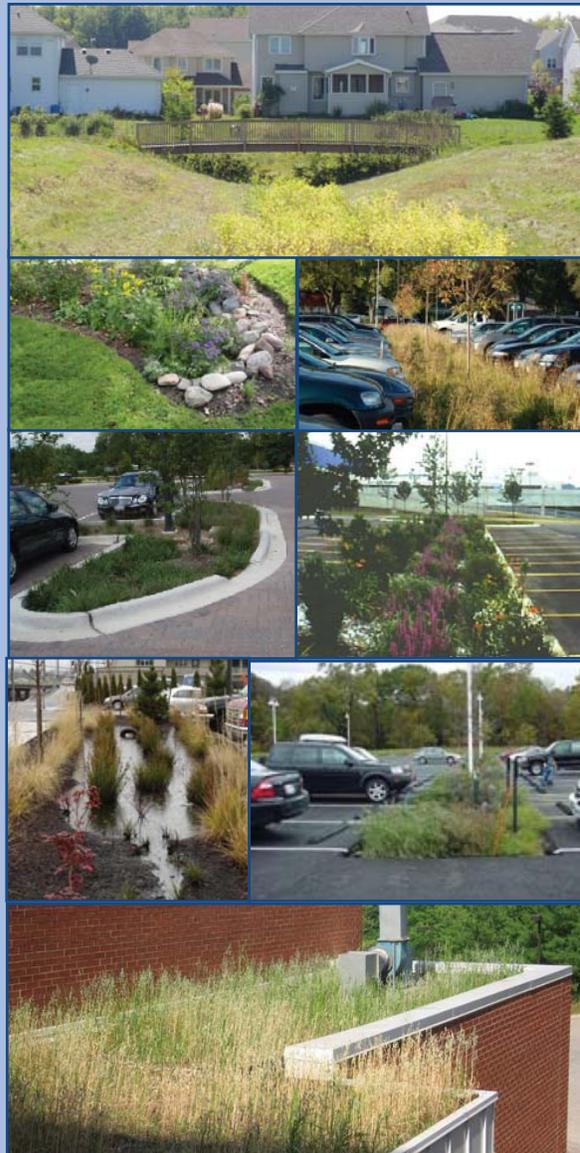
- A. Where appropriate, site design should integrate the proposed landscaping/open space with the existing landscaping, open space or natural feature (i.e. ravine, streams, forested area).
- B. Interesting or creative landscape architectural designs that use a diverse variety of plants integrated with 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. 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.
4. 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 documents, the more restrictive **shall** apply.
5. Stormwater **shall** be conveyed to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites.

Examples of desired stormwater management designs.



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

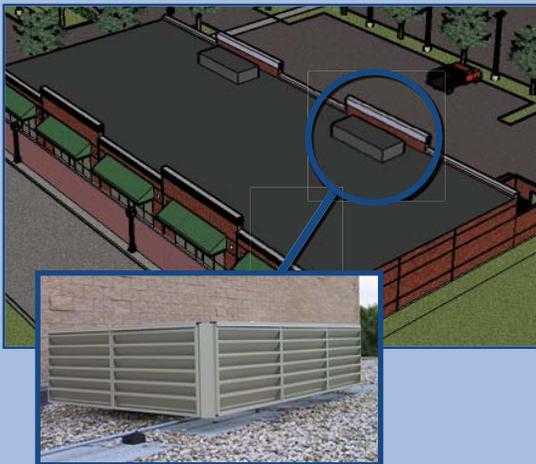
# Storage/Service Areas & Screening

**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.

## SITE DESIGN



*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

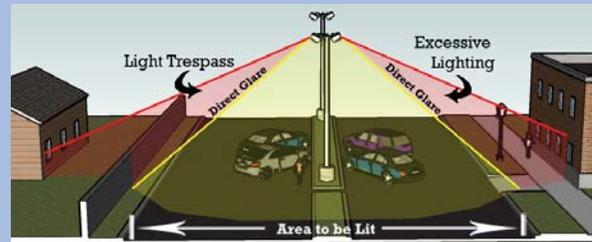
**INTENT:** To promote effective and attractive exterior lighting that does not produce glare or light pollution.

## 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.



**Prohibited**



**Prohibited**



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.

# 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).

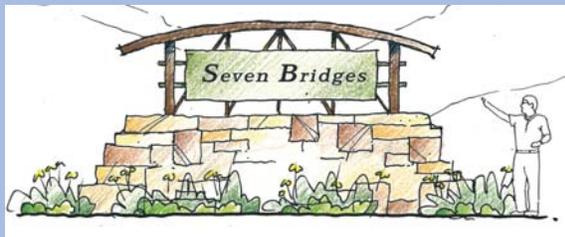


Illustration of the theme for the district, based on the Seven Bridges Master Plan.

## Recommendations

- A. Preferred types include: wall-mounted sign (facing the street), ground monument freestanding sign, 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 and South Holmen Drive:** 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

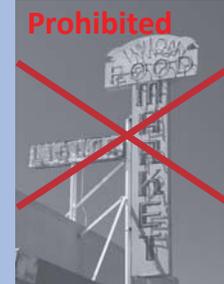
1. All signs **shall** conform to the design and maintenance requirements of the Village's Sign Ordinance (Chapter 195: Article XII) and a sign permit **shall** be acquired.
2. All signage (i.e., site and building signs) **shall** be integrated with the architectural concept of the development in scale,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

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

3. 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:
  - **South Holmen Drive:** neon sign (excludes interior usage).
  - **Seven Bridges:** neon sign (excludes interior usage) and POLE 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.



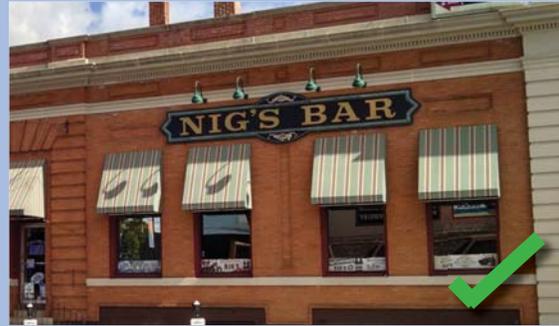
**GOOD DESIGN.** Legible text font and size, while still providing significant visibility in the store.



**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.



**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).



**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.



**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.



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



**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 and 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. 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.
3. Each principal building **shall** have clearly defined, highly visible customer entrances featuring architectural elements such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.
4. 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.
5. Accessory buildings and structures **shall** be compatible with the principal building in terms of building facade character, roof shapes, materials, colors and architectural details.
6. 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.
7. **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.



*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. Flat roof buildings should include a pleasing termination at the top with a cornice or parapet.
- 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. **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.

## BUILDING DESIGN

Discouraged



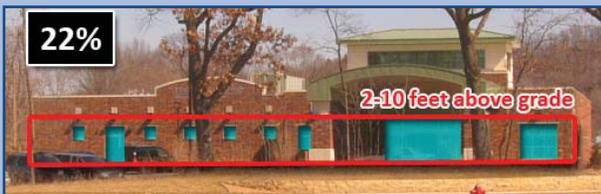
Reflective or dark-tinted glass on front facade at the ground-level is discouraged.

40%



An existing building that meets the 30% clear glass on the ground-level threshold in the Neighborhood Area. Note that even side facades within 80 feet of a public street must also meet this 30% threshold (as shown in the image above).

22%



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. **South 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).**
4. **South 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).**
5. **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 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.

**Prohibited**



*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.*

**Discouraged**

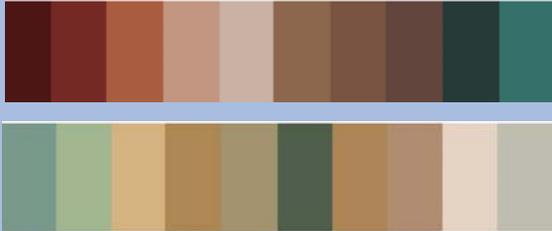


*The backlit awning shown above image is discouraged in the Village. The desired light condition include light fixtures above the awning/canopy directed on the roof of the awning, or below the awning/canopy directed to the ground.*



# Exterior Colors & Materials

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



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 an commercial building using earth tones as the primary color with brighter accent color for awnings and roofing



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**.
3. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
4. All exposed sides of the building **shall** use similar or complementary materials and colors as used on the front facade.
5. 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).
6. 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.

See the next spread (page 30-31) and Land Use Design Gallery (pages 35-39) for more well-designed buildings using high-quality materials and compatible color palettes.

7. 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.
8. **Prohibited** materials: gravel aggregate materials, SMOOTH-FACED CMU, polished stone, manufactured stone veneer, plain concrete-panel buildings or smooth/corrugated metal-faced buildings that are devoid of any architectural merit or character.
9. **South Holmen Drive:** All facades of buildings **shall** be finished with an aesthetically pleasing material(s) (e.g., kiln-fired brick, high-quality natural cut stone or brick veneer, terra-cotta, glass panels, wood siding / details, fiber cement siding, and engineered wood siding).
10. **Industrial:** Rough-sawn wood siding, vinyl siding, metal panel/siding systems and other panelized products **shall not** cover more than seventy-five (75) percent of the non-street facing facade and **shall not** cover more than fifty (50) percent of the street facing façade.
11. **All uses, excluding Industrial:** Rough-sawn wood siding, vinyl siding, metal panel/siding systems and other panelized products **shall not** cover more than twenty-five (25) percent of the non-street facing facade and **shall not** be used on street facing façade.

*Weak Design*



*Better 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 on non-street facing facades.*



*Above is a good example of a building using metal products as an accent material on a non-street facing facade.*



*Above are **prohibited** materials (from left to right): aggregate material, smooth-faced CMU, manufactured stone veneer, and polished stone.*



*Restricted exterior building materials per Standards #8-#9 (from top left to bottom left): corrugated metal, ribbed metal panelized metal products, vinyl siding and rough-sawn wood siding.*

# Exterior Colors & Materials (cont.)

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.

BUILDING DESIGN

## Multi-Family / Mixed Use



## Office



## Service & Retail



## Industrial



BUILDING DESIGN



**INTENTIONALLY LEFT BLANK**



# 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

**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*



# 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.*

# 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.



# 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 out  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

Applicant  
Staff  
SPAR

## SITE DESIGN

### Streets & Private Roads Standards

NA

Comments (office use only):

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<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. 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):

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<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. At least one functional building entrance faces the most prominent street.
2. All building entrances are connected to the public sidewalk.
- 3a. *South Holmen Drive - Neighborhood Area*: Primary structures are built within 40 feet of the front property line, or within 80 feet if the setback allows for parking.
- 3b. *South 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

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3c. <i>Seven Bridges</i> : Primary structures are built within 40 feet of the front property line, or within 80 feet if the setback allows for parking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Site Layout &amp; Street Relationship (cont.) Standards</b>  Comments ( <i>office use only</i> ): _____ _____ _____ _____ _____
4a. <i>South Holmen Drive - Neighborhood Area</i> : Within 30 feet of the front property line, parking does not cover more than 50% of the Holmen Drive frontage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4b. <i>South Holmen Drive - Freeway Area</i> : Within 30 feet of the front property line, parking does not cover more than 80% of the Holmen Drive frontage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. <i>South Holmen Drive</i> : Retail and Mixed Use buildings have a walkway/sidewalk along the full	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. PARKING LOTS are paved and include concrete curbs along all parking/drive areas, excluding gaps allowing stormwater flow into infiltration basins.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. PARKING LOTS are illuminated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Parking Areas Standards</b> <div style="border: 1px solid black; padding: 2px; display: inline-block;">NA</div>  Comments ( <i>office use only</i> ): _____ _____ _____ _____ _____
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. PARKING LOTS with rows of more than 20 parking spaces are interrupted by a landscape island or median with a minimum of 8 feet with a tree planted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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<b>Parking Areas (cont.) Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7a. <i>South Holmen Drive - Neighborhood Area</i> : Front off-street parking is no larger than a double-loaded parking aisle.
Comments (office use only): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7b. <i>South Holmen Drive - Freeway Area</i> : Front off-street parking is no larger than a double-loaded parking aisle.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7c. <i>Seven Bridges</i> : Front off-street parking is no larger than a double-loaded parking aisle.
_____				
<b>Landscaping &amp; Stormwater Management Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Landscaping plans meet the Village's Landscaping and Bufferyard ordinance. Should there be a conflicting standard, the more restrictive shall apply.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Site design provides an area for snow collection that will not harm or kill plants.
Comments (office use only): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	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.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	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.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Stormwater is conveyed to on-site infiltration areas. Detention may be required for larger sites.
_____				

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1. Street-level and rooftop mechanical equipment are not visible from the street, Halfway Creek, or neighboring property.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Storage/Service &amp; Screening Standards</b></p> <p><input type="checkbox"/> NA</p> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. If possible, service boxes are located away from the pedestrian zone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Screening/Fencing is compatible with the building architecture (material palette & design elements), as well as other site features.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. <i>Multi-Family use</i> : Trash and recycling containers are located in the rear of the site and are screened from public view.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. <i>All uses, excluding Multi-Family</i> : Trash and recycling containers are strategically located or screened so that they are not visible from the public street, Halfway Creek, or adjacent properties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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<b>Exterior Lighting Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Spec sheets for each light fixture are submitted.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	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.
Comments ( <i>office use only</i> ):				3. Light trespass does not exceed 0.5 footcandles at the property line adjacent to park/residential use (at 5 feet above the ground).
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Exterior lights use full-cutoff fixtures.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Exterior lights are NOT:
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> directed to the sky, <input type="checkbox"/> located or affixed to any roof, -AND- <input type="checkbox"/> flash, pulsate, so bright as to impair/hinder vision on streets or adjacent sites, or otherwise constitute as a nuisance.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	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.
_____				

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1. All signs conform to the design and maintenance requirements of the Village's Sign Ordinance (CH 195: Article 7).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Signage Standards</b></p> <p><input type="checkbox"/> NA</p> <p>Comments (<i>office use only</i>):</p> <hr/>
2. All signage is integrated with the architectural concept of the development in scale, detailing, use of color/materials, and placement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. FREESTANDING SIGNS have landscaping elements (e.g., planting materials, boulders, fencing) surrounding the base/post of the sign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. The mass of the awning used as a sign does not dominate the facade of the building to which it is attached.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. <i>South Holmen Drive</i> : There are no exterior neon signs (excluding interior usage).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. <i>Seven Bridges</i> : There are no exterior neon signs (excluding interior usage), or pole signs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. <i>Seven Bridges</i> : FREESTANDING SIGNS are designed and positioned to frame the front edge of the site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



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	Applicant	Staff	SPAR	
				<b>Roofline Standards</b>
1. An accurately-measure elevation drawing illustrating the roofline of the proposed building & any neighboring building is submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; display: inline-block; padding: 2px;">NA</div> Comments ( <i>office use only</i> ): <hr/> <hr/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/> <hr/>
3. Cosmetic "fake" parapets and facades, if used, are designed three-dimensionally to hide their "fake" characteristics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/> <hr/>
4. The roof has a slope no less than 5:12.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/> <hr/>
				<b>Street-Level Facades Standards</b>
1. An accurately-measured elevations of each exposed building facade and neighboring buildings are submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Comments ( <i>office use only</i> ): <div style="border: 1px solid black; display: inline-block; padding: 2px;">NA</div> <hr/> <hr/>
2. <i>All uses, excluding Industrial:</i> A discernible "base" is established, comprising at least the first 2 feet of the building, or at most the entire first floor facade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<hr/> <hr/> <hr/>

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<b>Windows &amp; (Garage) Doors Standards</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Diagram(s) illustrating the percentage of transparent glass on each street-facing facade is submitted.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. There are no rows of garage doors on <b>Multi-Family uses</b> , 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.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. <i>South Holmen Drive - Neighborhood Area:</i> Facades within 80 feet of a public street have at least 30% clear glass between 2-10 feet above grade ( <i>Industrial buildings</i> can meet this requirement using the entire facade).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. <i>South Holmen Drive - Freeway Area:</i> Facades within 80 feet of a public street have at least 30% clear glass between 2-10 feet above grade ( <i>Industrial buildings</i> can meet this requirement using the entire facade).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. <i>Seven Bridges:</i> Garages are recessed from the front facade by a minimum of 2 feet.
<b>Projections Standards</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Awnings/Canopies are at least 8 feet above the sidewalk.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. The mass of an awning used as a sign does not dominate the facade of the building to which it is attached.

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