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Review Process

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. The following items must be submitted for review, unless the Village Administrator determines that they are not needed because the project is limited in scope:

- Design Standards Checklist (see last pages of Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting

Village staff completes an initial review and the Village Administrator is authorized to approve those applications that both meet the standards and require no additional permit approval by the Village. Applications determined by staff to NOT meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Plan Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within five (5) business days of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Plan Commission review.

Submissions must be made thirty (30) days before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the Village Board. Requests for appeal should be made to the Village Administrator.

APPLICABILITY

The Design Standards apply to all parcels (excluding single-family uses) in the South Holmen Drive Corridor Overlay Design Standards District, but they DO NOT compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

STANDARDS VS. RECOMMENDATIONS

Required standards are located in the lower portion of each page, and these standards will be enforced, unless a waiver is granted.

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.

WAIVERS

Applicants that do not believe they can or should follow a standard must negotiate with the Plan Commission for a waiver of that requirement.

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant’s ability to demonstrate one or more of the following conditions:

A) the required design feature cannot be met on the site

B) the requirement would create undue hardship for the applicant as compared to other properties in the district

C) the intent of the standards can be successfully met with an alternative design
The Holmen South Holmen Drive Corridor Design District is intended to encompass industrial, commercial, mixed use, multi-family residential, and civic properties in the South Holmen Drive corridor. All building or site improvement activities normally requiring a permit must conform to the standards defined herein.

NOTE: Single-family residential is exempt from these standards.

Design District Sub-Areas

The Design District is organized into two distinct zones: Neighborhood Area and Freeway Area. The Design Standards will apply to all properties within the District, unless a standard specifically states “Neighborhood Area Only”, or “Freeway Area Only”.

These zones and their accompanying regulations were developed based on the future land use map and the general land use vision established in the Village’s S. Holmen Drive Corridor Plan (adopted May 10, 2012). The map on the right and descriptions below explain each of these zones:

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.

Handbook Organization

The design standards handbook is organized into two parts:

1. “General” criteria applies to the entire corridor, and
2. “Land Use Specific” criteria applies to the land use planned for the site/development (i.e. Light Industrial, Mixed Use, Retail, Big Box Commercial, Business, and Multi-Family Residential)

The “Land Use Specific” criteria is a supplement to the “General” criteria and highlight design elements that are specific to the character and design of each land use district within the South Holmen Drive Corridor Overlay Design District.
<table>
<thead>
<tr>
<th>Terms</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning sign</td>
<td>a type of projecting, on-building sign consisting of printing on fabric or fabric-like sheathing material</td>
</tr>
<tr>
<td>Billboard sign</td>
<td>a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located</td>
</tr>
<tr>
<td>(off-premise advertising sign)</td>
<td></td>
</tr>
<tr>
<td>Clear glass</td>
<td>glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building</td>
</tr>
<tr>
<td>CMU, smooth-faced</td>
<td>a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish</td>
</tr>
<tr>
<td>CMU, split-faced</td>
<td>a concrete masonry unit with a textured exterior finish</td>
</tr>
<tr>
<td>EIFS (Exterior Insulation Finishing System)</td>
<td>a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system</td>
</tr>
<tr>
<td>Footcandle</td>
<td>a unit of illumination produced on a surface</td>
</tr>
<tr>
<td>Functional public entrance</td>
<td>a building entrance that is unlocked during business hours and is designated for public use</td>
</tr>
<tr>
<td>Free-standing sign</td>
<td>any sign which is independent of support from any building</td>
</tr>
<tr>
<td>Full-cutoff light fixture</td>
<td>a light fixture that does not allow light to escape above 90 degrees from vertical</td>
</tr>
<tr>
<td>Ground floor facade</td>
<td>the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)</td>
</tr>
<tr>
<td>Directly Illuminated Sign</td>
<td>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.</td>
</tr>
</tbody>
</table>
## Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monument sign</td>
<td>a type of free-standing sign whose bottom edge is located within one (1) foot of a ground-mounted pedestal</td>
</tr>
<tr>
<td>Parking lot</td>
<td>any parking area that has five (5) or more stalls</td>
</tr>
<tr>
<td>Parking stall</td>
<td>the area designated for a single vehicle to park</td>
</tr>
<tr>
<td>Pole sign</td>
<td>any free-standing sign which is supported by structures or supports in or upon the ground and independent of support from any building</td>
</tr>
<tr>
<td>Projecting sign</td>
<td>a type of on-building sign, which is attached to and projects more than eighteen (18) inches from the building, generally perpendicular from the building face.</td>
</tr>
<tr>
<td>ROW (Right-of-way)</td>
<td>land reserved for public use, including streets and sidewalks</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than eighteen (18) inches from such wall</td>
</tr>
<tr>
<td>Window sign</td>
<td>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.</td>
</tr>
</tbody>
</table>
INTENT: To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

Recommendations

A. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.

B. Building placed close to the street and to any street corner is strongly encouraged. If the site has multiple street corners, place the building nearest the most prominent one (i.e. Holmen Dr).

Standards

1. **Neighborhood Area Only**, primary structures **shall** be built within forty (40) feet of the front property line, unless the front setback allows for a parking area. If the setback includes parking, the primary structure **shall** be within eighty (80) feet of the front property line.

2. **Freeway Area Only**, primary structures fronting S. 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.

3. **Neighborhood Area Only**, within thirty (30) feet of the front property line, parking **shall not** cover more than fifty (50) percent of the Holmen Drive street frontage. The remainder of this street frontage **shall** be used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.

4. **Freeway Area Only**, within thirty (30) feet of the front property line, parking **shall not** cover more than eighty (80) percent of the Holmen Drive street frontage. The remainder of this street frontage **shall** be used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.

5. A minimum of one (1) functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets **shall** provide an entrance facing the more prominent of the two streets.

The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

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

**Recommendations**

A. It is suggested that each building have a minimum of four (4) bicycle parking spaces.

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

C. 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.

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

E. Whenever possible, parking areas should be placed in the side and rear yards.

**Standards**

1. 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.

2. 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.

3. Parking lot access driveways to South Holmen Drive shall have a throat depth of twenty (20) feet and be separated from parking stalls by a planted landscaping divider protected by a concrete curb.

4. Parking lots with rows of more than twenty (20) parking spaces shall be interrupted by a landscape island or median. When trees are planted within the islands, a minimum width of eight (8) feet is preferred.
Standards (cont.)

5. 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.

6. Neighborhood Area Only, off-street parking in front of the building shall be limited to a double-loaded parking aisle.

7. Freeway Area Only, front yard parking shall be limited to a two (2) double-loaded parking aisles.

8. Neighborhood Area Only, parking lots adjacent to residential properties shall provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with plantings, a fence, a line of conifer trees, or a mix of these options. A solid fence without landscaping is discouraged.

Example of a desired layout in the Neighborhood Area. 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 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.

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

**Recommendations**

A. Yard areas not used for off-street parking are encouraged to be attractively landscaped and screening parking/service areas from adjacent properties.

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

C. Parking areas, especially in the front yard, should have sufficient landscaping within the parking area or within ten (10) feet of the parking edge. Preferred landscaping include canopy trees (min. 2” caliper), evergreen trees (min 4 ft.), ornamental trees (min. 5 ft.), shrubs (min 12”), and rain gardens.

**Standards**

1. 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.

2. 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.

3. One (1) canopy tree shall be planted on the property for every fifty (50) feet of linear street frontage (round decimals up). It shall be placed along the street frontage, between parking and the property line, and/or within parking islands.

4. All landscaping shall be completed within twelve (12) months of the issuance of an occupancy permit or final inspection, in accordance with the approved landscaping plan.
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. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.

C. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).

D. Preferred light types include: LED, fluorescent, and high-pressure sodium.

**Standards**

1. All exterior building and parking light fixtures **shall** be full cut-off, except ground lighting of the building architectural / landscaping elements are acceptable. Lights directed towards the sky are **prohibited**.

2. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of 0.5 footcandles as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.

3. 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.

4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.
Storage & Service Areas

INTENT: To improve the appearance of the corridor.

Recommendations

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

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

Standards

1. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) 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 2).

2. 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 South Holmen Drive. 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 design and/or building elements.

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 shall be compatible with the building architecture, including material palette and design elements, as well as other site features.
INTENT: To reduce the negative ecological impacts created by parking lots (heat gain, stormwater runoff volume and contaminants).

**Recommendations**

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

B. 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.

C. Green roofs should be considered.

**Standards**

1. On-site storm water management systems **shall** meet the of Village’s Erosion Control and Stormwater Management Ordinance (Chapter 56), and Wisconsin Administrative Code NR 151 (1 acre or greater land disturbance).
**INTENT:** To establish a consistent theme along the South Holmen Drive corridor that provides visual interest and human scale.

**Recommendations**

A. A full two story building is encouraged (wherever feasible), especially in the Neighborhood Area.

B. It is recommended that buildings establish a one-and-a-half story presence along the South Holmen Drive corridor. This can be accomplished by increasing the overall height of the building, by raising a cornice above the roofline, or provide a pitched roof.

C. Varying the facade height along extensive blank facades is strongly encouraged.

D. All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.

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

**Standards**

1. 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,
   - variations in material, and/or
   - variation in the building plane.

2. An accurately-measured elevation of each exposed building facade shall be submitted with the Design Standards Checklist.
**Roofline**

**INTENT:** To establish a consistent theme along the South Holmen corridor that provides visual interest.

**Recommendations**

A. Parapet walls with cornices are encouraged. Cosmetic “fake” parapets and facades, if used, should be designed three-dimensionally to hide their “fake” characteristics (as they usually lack depth).

**Standards**

1. 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.

2. Pitched roofs shall have a slope no less than 5:12.

3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings shall be submitted with the Design Standards Checklist.

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**Desired**

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).

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**Prohibited**

A low-slope roof, which does not meet Standard 2.

---

**Discouraged**

Cosmetic “fake” parapets and facades, if used, should be designed three-dimensionally to hide their “fake” characteristics (as they usually lack depth).
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 façade.

C. Secondary facades facing a public street (corner buildings) are encouraged to incorporate the same materials and design elements (proportions, scale, windows, doors, etc.) from the Holmen Drive façade 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.

Standards

1. A discernible “base” shall be established. The base shall be at least two (2) feet in height, but may include the entire first floor. Buildings to be used primarily for industrial uses are excluded from this standard.

2. An accurately-measured elevation of each exposed building façade shall be submitted with the Design Standards Checklist.
INTENT: To enliven and activate the South Holmen Drive corridor.

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.

Standards

1. **Neighborhood Area Only**, 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).**

2. **Freeway Area Only**, 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).**

3. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

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. Use of ground floor awnings and canopies are strongly encouraged.
B. Awning colors should relate to and complement the primary colors of the building facade.
C. Glowing awnings (backlit, light shows through the material) are discouraged. Preferred lighting methods include lighting fixtures directed down onto the awning or light fixtures beneath the awning directed to towards the sidewalk.
D. Awnings using wood or shingle components are discouraged. Cloth, vinyl, and metal are the preferred awning materials.

Standards

1. Awnings/Canopies shall be at least three (3) feet in depth and the underside of the projection shall be at least eight (8) feet above the sidewalk.
Intent: To promote effective and attractive signage that complements the building’s architectural character and reflects the pedestrian scale of the district.

Recommendations

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

B. Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.

C. Pole signs are strongly discouraged.

D. Signage height should be minimized to create a pedestrian-friendly environment. Preferred sign height is between five (5) feet and ten (10) feet.

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

Standards

1. All signs shall conform to the design and maintenance requirements of the Village’s Sign Ordinance (Chapter 195: Article 7) and a sign permit shall be acquired.

2. Neighborhood Area Only, roof-mounted, neon (excludes interior usage), and billboard signs are prohibited.

3. Neighborhood Area Only, free-standing signs shall not exceed twenty (20) feet above grade.

4. Freeway Area Only, roof-mounted and neon (excludes interior usage) are prohibited.

5. Freeway Area Only, free-standing signs within one thousand (1,000) feet of State Highway 53 right-of-way can follow current zoning requirements. Free-standing signs beyond this point shall not exceed thirty (30) feet above grade.

6. Free-standing signs shall have landscaping elements (i.e. planting material, boulders, fencing) surrounding the base/post of the sign.
Colors & Materials

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

Recommendations

A. Day-glo or fluorescent colors are strongly discouraged. Bright colors should not be used as the primary facade color, but rather as a secondary color to highlight expression lines or details.

B. Preferred exterior finish materials include kiln-fired brick, stucco, terra cotta, wood siding and details, and fiber cement siding.

C. Using vinyl siding as primary building material on the front facade is strongly discouraged.

D. 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.

E. Gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, and panelized products are strongly discouraged as exterior building materials.

Standards

1. Vinyl siding, if used, shall be at least 0.044” in thickness.
**Recommendations**

A. 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.

B. Buildings should be located to enhance their view from the street. Prominent placement at the terminus of a street is encouraged, if appropriate.

C. Locate gas pumps behind the store and bring the store close to the public street, wherever possible.

D. Retail buildings should be as close as possible to the street.

E. Buildings should be easily utilized for a wide variety of businesses, avoiding franchise design that signifies a particular brand or product.

**Standards**

1. Each principle 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.
INTENT: To support the development of big box commercial development that is organized as part of an attractive and coordinated corridor.

**Recommendations**

A. Integrating smaller retail stores as part of a larger retail building is encouraged.

B. Building setbacks should be consistent within a given block.

C. 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.

**Standards**

1. Each large retail store **shall** have clearly defined, highly visible customer entrances featuring architectural elements such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.
INTENT: To support the development of industrial buildings that are organized as part of an attractive and coordinated corridor.

Recommendations

A. Buildings should be located to enhance their view from the street. Prominent placement at the terminus of a street is encouraged, if appropriate.

B. Larger industrial buildings should have a small office component fronting the public street.

C. There is no fixed percentage of open space (areas excluding buildings, roads and parking areas). Generally 20% would be towards the minimum and 40% considered desirable.

D. Building setbacks should be consistent within a given block.

E. Office components should be subdivided and proportioned using architectural features such as windows, entrance features, arcades, porches, trellises, or stainless steel cables with vines along the facade.
Multi-Family Residential

INTENT: To support the development of attractive multi-family, multi-story apartment and condominium buildings organized as part of a unified and coordinated multi-building development.

Recommendations

A. Buildings should be organized to present an attractive frontage to the street.

B. Buildings should be located to enhance their view from the street. Prominent placement at the terminus of a street is encouraged, if appropriate.

C. There is no fixed percentage of open space (areas excluding buildings, roads and parking areas). Generally 10% would be towards the minimum and 20% considered desirable.

D. Avoid large, undifferentiated building walls and rooflines. Desired architectural details include projecting bays/porches and upper-level set-backs and offsets to the primary facade(s).

E. 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.

F. Garages should be recessed from the front facade(s) to minimize their visual impact on the design.

G. Locating services areas and refuse containers in the rear of the site is strongly encouraged.
### Instructions

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

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

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

### SITE DESIGN

#### Street Relationship Standards

<table>
<thead>
<tr>
<th>Comments (office use only):</th>
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<table>
<thead>
<tr>
<th>Applicant</th>
<th>Staff</th>
<th>Plan Com.</th>
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</table>

#### 1. Neighborhood Area Only, primary structure(s) are built:

- [ ] 40 feet of the front property line *(no parking)* -OR-  
- [ ] 80 feet of the front property line *(with parking)*

#### 2. Freeway Area Only, primary structure(s) fronting South Holmen Drive are built within 160 feet, -AND/OR- primary structure(s) fronting any other public street are within 80 feet.

#### 3. Neighborhood Area Only, within 30 feet of front property line, parking does not cover more than 50% of the S. Holmen Drive street frontage.

- [ ] Remainder is used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.

#### 4. Freeway Area Only, within 30 feet of front property line, parking does not cover more than 80% of the S. Holmen Drive street frontage.

- [ ] Remainder is used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.

#### 5. At least one functional building entrance faces the most prominent street.
## Parking Areas Standards

<table>
<thead>
<tr>
<th>Checklist Item</th>
<th>Applicant</th>
<th>Staff</th>
<th>Plan Comm.</th>
<th>Comments (office use only):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Parking areas of 5 or more vehicles are paved and include concrete curbs along all parking/drive areas.</td>
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<tr>
<td>2. Parking stalls &amp; drive aisles are separated from the public ROW &amp; adjacent properties by a minimum of 5-ft planted landscape buffer.</td>
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<tr>
<td>3a. Access driveway(s) to S. Holmen Drive have a at least a 20-ft throat depth.</td>
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<tr>
<td>3b. Parking lot access driveway(s) are separated from parking stalls by a planted landscaping divider protected by a concrete curb.</td>
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<tr>
<td>4. Parking rows are divided by landscape medians or islands such that no more than 20 spaces are uninterrupted.</td>
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<tr>
<td>5a. Building entrances are connected to the public sidewalk by a walkway.</td>
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<tr>
<td>5b. Walkways crossing parking areas or a drive aisle are clearly marked by striping or material change.</td>
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<tr>
<td>6. <strong>Neighborhood Area Only</strong>, off-street parking in front of the building is only single- or double-loaded aisle.</td>
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<tr>
<td>7. <strong>Freeway Area Only</strong>, off-street parking in front of the building is no more than 2 double-loaded aisles.</td>
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<tr>
<td>8. <strong>Neighborhood Area Only</strong>, parking lots adjacent to residential properties have a semi-opaque buffer (min. of 4 feet in height).</td>
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</tbody>
</table>
### Landscaping Standards

<table>
<thead>
<tr>
<th></th>
<th>Applicant</th>
<th>Staff</th>
<th>Plan Com.</th>
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</thead>
<tbody>
<tr>
<td>NA</td>
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</tbody>
</table>

**Comments (office use only):**

1. **1.** Plantings & low fences between parking areas & public ROW won’t obscure vision between 3-8 feet above the ground at maturity.

2. **2a.** All parking lot islands are planned to be planted and maintained with perennials, shrubs, and/or shade trees.

3. **2b.** Landscaping designed to allow for vehicle overhangs, unless wheel stops are used.

4. **3.** A canopy tree will be planted for every 50 feet of linear street frontage (rounding decimals up) -AND- placed in designated areas.

5. **4.** All landscaping will be planted within 12 months of issuance of an occupancy permit or final inspection.

### Exterior Lighting Standards

<table>
<thead>
<tr>
<th></th>
<th>Applicant</th>
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<tbody>
<tr>
<td>NA</td>
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</tbody>
</table>

**Comments (office use only):**

1. **1.** Exterior building & parking light fixtures are full-cutoff -AND- not directed to the sky (*ground lights directed at building are acceptable*).

2. **2.** Light trespass does not exceed 0.5 footcandles at the property line adjacent to park/residential use.

3. **3.** 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.

4. **4.** Spec sheets for each light fixture are submitted.
<table>
<thead>
<tr>
<th>Checklist</th>
<th>Applicant</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1. On-site stormwater management systems meet the:</td>
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<tr>
<td>□ Village’s Erosion Control and Stormwater Management, -AND-</td>
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<tr>
<td>□ Wisconsin Administrative Code NR 151 (1 acre or greater land disturbance)</td>
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<tr>
<td>2. Trash/recycling containers &amp; street-level/rooftop mechanical equipment are not visible from the street, Halfway Creek, or neighboring property.</td>
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<tr>
<td>3. Service boxes are located away from the pedestrian zone.</td>
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<tr>
<td>4. Loading/staging areas are not in the front yard -AND- any loading areas visible from the street or facing residential property are screened with landscaping &amp;/or wall not less than 6 feet in height &amp; integrated with the overall site design &amp;/or building elements.</td>
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<tr>
<td>5. There is no outdoor storage of products, materials, or equipment in the front yard (excluding short-term display items or items available for purchase).</td>
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<tr>
<td>6. Screening is compatible with the building architecture (material palette &amp; design elements), as well as other site features.</td>
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**Storage & Service Standards**

| NA |

Comments (office use only):

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**Stormwater Management Standard**

| NA |

____________________
## SOUTH HOLMEN DRIVE CORRIDOR design standards

### Checklist

<table>
<thead>
<tr>
<th>Applicant</th>
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</table>

## BUILDING DESIGN

### Scale & Articulation Standards

<table>
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<tr>
<th>NA</th>
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Comments (office use only):

### Roofline Standards

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<tr>
<th>NA</th>
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Comments (office use only):

### Street-Level Facades Standards

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<th>NA</th>
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</table>

Comments (office use only):

1. The roof has a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.

2. The roof has a slope no less than 5:12.

3. An accurately-measured elevation drawing illustrating the roofline of the proposed building & any neighboring building is submitted.

1. A discernible “base” is established, comprising at least the first 2 feet of the building, or at most the entire first floor facade (excludes Industrial buildings).

2. An accurately-measured elevations of each exposed building facade and neighboring buildings are submitted.
### Checklist

<table>
<thead>
<tr>
<th>Windows &amp; Doors Standards</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments (office use only):</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Projections Standards</th>
<th>NA</th>
</tr>
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<tbody>
<tr>
<td>Comments (office use only):</td>
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<table>
<thead>
<tr>
<th>Signage Standards</th>
<th>NA</th>
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<tbody>
<tr>
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<tbody>
<tr>
<td>1. <em>Neighborhood Area Only</em>, facades within 80 feet of a public street have at least 30% clear glass between two and ten feet above grade (Industrial bldgs can meet this requirement using the entire facade).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. <em>Freeway Area Only</em>, facades within 80 feet of a public street have at least 20% clear glass between two and ten feet above grade (Industrial bldgs can meet this requirement using the entire facade).</td>
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<td></td>
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<tr>
<td>3. Diagram(s) illustrating the percentage of transparent glass on each street-facing facade is submitted.</td>
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<tr>
<td>1. Awnings/Canopies are at least 3 feet in depth and at least 8 feet above the sidewalk.</td>
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<tr>
<td>1. All signs conform to the design and maintenance requirements of the Village’s Sign Ordinance (CH 195: Article 7).</td>
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<tr>
<td>2. <em>Neighborhood Area Only</em>, there are NO roof-mounted, neon (excluding interior usage), or billboard signs on the property.</td>
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<tr>
<td>3. <em>Neighborhood Area Only</em>, NO freestanding sign exceeds 20 feet above grade.</td>
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</tr>
<tr>
<td>4. <em>Freeway Area Only</em>, there are NO roof-mounted and neon (excluding interior usage) on the property.</td>
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<tr>
<td>5. <em>Freeway Area Only</em>, free-standing signs beyond 1,000 feet of STH 53 right-of-way does NOT exceed 30 feet above grade.</td>
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<tr>
<td>6. Free-standing signs have landscaping elements surrounding the base/post of the sign.</td>
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</table>
## Colors & Materials Standards

<table>
<thead>
<tr>
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<tbody>
<tr>
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1. Vinyl siding is at least 0.044 inches in thickness.

## Mixed Use / Retail Standards

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>NA</td>
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</table>

1. Each principle building has a clear defined, highly visible customer entrance featuring architectural elements (e.g. canopies, porticos, overhangs, arcades, raised parapets, arches, roof forms, etc.).

## Big Box Commercial Standards

<table>
<thead>
<tr>
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<tbody>
<tr>
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</table>

1. Each large retail store has a clear defined, highly visible customer entrance featuring architectural elements (e.g. canopies, porticos, overhangs, arcades, raised parapets, arches, roof forms, etc.).