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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:

- 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** in the Seven Bridges TIF 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. recomenDedS**

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 City’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, and/or
C) the intent of the standards can be successfully met with an alternative design
Intent & Handbook Organization

Intent

These design standards serve to guide land owners and prospective developers of property within the Village of Holmen “Seven Bridges Neighborhood”. These standards are designed to create a better quality of design, both at the site specific level and the regional level.

The design standards are not meant to deter prospective buyers with additional building and landscaping costs, but to safeguard property values, protect public and private investments, and promote high quality commercial, residential and industrial development consistent with the Seven Bridges Master Plan design themes.

The development guidelines are flexible and encourage innovative design, allowing for more than one acceptable solution.

Handbook Organization

The design standards handbook is organized into two parts:

1. “General” criteria applies to the entire “Seven Bridges Neighborhood”, 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 Professional Office, Multi-Family Residential, and Single-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 “Seven Bridges Neighborhood”. 
**INTENT:** To maximize environmental preservation and sustainability.

**Recommendations**

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

B. Consider using green roof technologies, wherever feasible.

C. Use “dark sky” friendly exterior lighting and LED technologies.

D. Consider using mechanical systems that utilize renewable energy (solar, wind, geothermal) and minimize greenhouse emissions.

E. Utilize rain water collection, storage and distribution for irrigation systems, if possible.

F. Consider reusing “grey” water (wastewater generated from domestic activities such as laundry, dishwashing, and bathing) for irrigation and other non-potable uses.

G. Wherever feasible, include bio-filtration basins and swales as a part of the stormwater systems on site to promote infiltration and groundwater recharge and reduce sediment runoff.

H. Include oil, grease, and sediment traps for parking lots, wherever feasible.

I. Consider using porous paving materials (asphalt, concrete and pavers) in parking areas, walkways, etc.

J. Use drought tolerant landscaping materials to limit water use.

K. Consider using low-flow plumbing fixtures.

L. Consider using energy efficient and environmentally safe maintenance practices (reduced mowing, limit pesticide use, and use “green” environmentally friendly cleaning products).

M. Consider establishing Transportation Demand Management (TDM) programs that promote the use of carpools, vanpools, buses, bicycling, walking, compressed work hours, or working from home.
Layout & Street Relationship

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

**Recommendations**

A. Where appropriate, the site design should incorporate existing natural features such as streams, wooded areas, wetlands, and topography.

B. Public spaces and plazas are encouraged, where appropriate.

C. The site design should provide outdoor spaces for customers and employees use.

D. Pedestrian/bike trails should be provided through open space areas and along the ravine edge, allowing for future connections to other areas.

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

F. Buildings and the primary entrance should front the public street.

G. Landscape buffers should be placed between any parking lot and the public street.

**Standards**

1. The site design shall provide an area for snow collection that will not harm or kill plants.

2. Building entrances shall be connected to the public sidewalk by an attractive and accessible path/walkway, except single-family uses need not be accessible (however it is encouraged).
**INTENT:** To slow traffic and promote pedestrian safety and the Seven Bridges TIF District theme.

**Recommendations**

1. Lighting and streetscape amenities that promote pedestrian safety and character and complement the Seven Bridges Neighborhood theme are strongly encouraged.
2. Porous pavements and bioswales that promote stormwater infiltration as part of the street design is encouraged.
3. Street crossings shall be clearly marked for pedestrian safety on major roadways.
4. Street designs that include traffic calming features (e.g., crosswalks, bumpouts, refuge medians, etc.) is encouraged.
5. Shared driveways are encouraged to minimize curb cuts and improve traffic flow within the district.

**Standards**

1. Sidewalks and on-street bicycle lanes shall be provided to promote safe pedestrian and bicycle access to all use areas.
2. Trees shall be planted at a minimum distance of fifty (50) feet from one another along private roads.
3. Street crossings shall be clearly marked for pedestrian safety on major roadways.
INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

Recommendations
A. Parking lots on the side or rear of the building is desired. Below-building parking is encouraged, if feasible.
B. Shared parking lots are encouraged, where appropriate.
C. Bicycle parking facilities are strongly encouraged.
D. Adjacent parking lots should be linked to provide internal traffic and pedestrian circulation.
E. Parking lots with rows of more than twenty (20) parking spaces should be interrupted by a landscape median or island.
F. Sustainable “green” practices and materials is strongly encouraged.

Standards
1. A buffer shall be provided between parking lots and adjoining streets using landscaping and/or decorative wall/fencing.
2. Parking lots shall be landscaped along their edges and within each parking island.
3. Pedestrian walkways shall be provided in parking areas to allow safe access to building entrances, including from the parking lots to the building and between the different parts of a building complex.
**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.

**Recommendations**

A. Bioswales, rain gardens, porous pavements, etc. are encouraged to promote stormwater infiltration on private lots.

B. Stormwater infiltration features should be utilized as part of the landscape design for the site.

C. Stormwater management treatment systems that focus on Best Management Practices (BMP’s), e.g. natural landscaping of parking lots to increase infiltration and reduce run-off, are encouraged.

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

E. 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). Coordinating landscaping with adjoining lots is strongly encouraged.

F. All yards should be attractively landscaped and utilize sustainable materials, such as native trees, plants and grasses to complement the overall character of the area.

G. 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.

**Standards**

1. Stormwater **shall** be conveyed to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites.

2. Landscaping **shall** be provided around parking areas to soften their visual impact, including areas between the public street and parking areas.
Signage

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

Recommendations

A. Incorporating design features that complement the theme and character of the Seven Bridges Master Plan is strongly encouraged.

B. Preferred sign types include building-mounted and free-standing monumental signs.

C. Building-mounted signs and their placement should fit the character of the building and not obscure architectural details.

D. Free-standing monument signs should include landscaping.

E. Sign size and scale should be in proportion to the building while allowing for appropriate visibility.

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

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

H. Buildings and site signage should complement each other in color, material, and design.

I. A concealed light source is the preferred method for lighting monument signs. The use of small, well-designed light fixtures is the preferred method for illuminating building mounted signage.

Standards

1. Billboards, roof top signs, pole signs, and neon signs are prohibited.

2. Signage location, form, color palette, and materials shall integrate with the building’s overall design.

3. Free standing signage shall be designed and positioned to frame the front edge of the site.
**INTENT:** To promote effective and attractive exterior lighting that does not produce glare or light pollution.

**Standards**

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

B. All exterior lighting should balance on-site needs for safety, security, and aesthetic effects.

C. Lighting should be designed in a manner which does not permit an adverse effect upon neighborhood properties, especially residential property.

**Standards**

1. Light fixtures **shall** be downward-aimed, “cutoff” design that complement the building and site design. This standard does not apply to lighting of landscaping features.
Building Design

INTENT: To establish a cohesive district that promotes sustainability and provides visual interest and human scale.

Recommendations

A. Incorporating design features that complement the theme and character of the Seven Bridges Master Plan is strongly encouraged, including franchise businesses.

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

C. Building design should express the building’s function in a simple, direct, and distinctive manner.

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

E. All buildings should have clearly defined and attractively designed entrances.

F. Consider the use of varied roof forms, windows, trim, and other architectural features to avoid large blank walls.

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

H. All sides of the building should include materials and design characteristics consistent with the front façade. Use of inferior or lesser quality materials for the sides and rear facades should be minimal.

I. The use of natural and sustainable building materials are encouraged.

J. The use of low reflectance material, subtle, neutral, or earth tone colors as the predominant colors on the façade is encouraged.

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

L. All service, refuse, and loading dock areas should be screened from public view through strategic placement, landscaping, or architectural design integration.

M. Sustainable “green” design practices and materials are strongly encouraged.
**Standards**

1. 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 modulations of the wall.

2. 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,
   - Variation in material, and/or
   - Variation in the building plane.

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 franchise building (McDonalds) that fits the desired theme.
Mixed Use / Retail

INTENT: To support the development of mixed use and retail buildings that are organized as part of an attractive and coordinated District.

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. To the extent possible, buildings should be one and half (1.5) to two (2) stories tall.

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

E. Retail buildings should be as close as possible to the street. In general, setbacks should be between ten (10) to twenty (20) feet from the public street.

F. 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.

2. Cosmetic “fake” parapets and facades may be necessary to achieve a two-story look; however, they shall be designed three-dimensionally to hide their “fake” characteristics.

3. Services areas and refuse containers shall be located at the rear end of the site and shall be screen from public view. Also ground mounted or wall mounted mechanical equipment shall be screened.

4. Loading dock areas shall not face the primary street. Screening from public view (i.e. side streets) is desired.

5. A walkway shall be provided the full length of the primary facade.
Big Box Commercial

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

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. In general, setbacks should be between twenty-five (25) to seventy (70) feet from the public street.

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. Services areas and refuse containers shall be located at the rear end of the site and shall be screen from public view. Also ground mounted or wall mounted mechanical equipment shall be screened.

2. Loading dock areas shall not face the primary street. Screening from public view (i.e. side streets) is desired.

3. 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.

4. Cosmetic “fake” parapets and facades may be necessary to achieve a two-story look; however, they shall be designed three-dimensionally to hide their “fake” characteristics.
Recommendations

A. Clustering of smaller, visually compatible commercial structures is desired over singular large structures fronting the public 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. Building setbacks in a given block in a neighborhood should be generally consistent, although some variation is appropriate to add diversity and interest to the block face. In general, setbacks should be between twenty-five (25) to seventy (70) feet from the public street.

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.

Standards

1. One-story buildings shall be designed with extended facades and parapets to give the impression of a two-story building.

2. Services areas and refuse containers shall be located at the rear end of the site and shall be screen from public view. Also ground mounted or wall mounted mechanical equipment shall be screened.
Light Industrial

INTENT: To support the development of light industrial development that is organized as part of an attractive and coordinated District.

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. In general, setbacks should be between twenty-five (25) to seventy (70) feet from the public street.

E. Adding dense landscaping in front of a large building(s) set back from the public street is encouraged to define the street edge.

F. Landscaping should consist of native plants and grasses that do not require great amounts of water or maintenance, and provide interest in structure, texture and color, especially near the public street.

Standards

1. Office components shall be subdivided and proportioned using architectural features such as windows, entrance features, arcades, porches, trellises, or stainless steel cables with vines along no less than fifty (50) percent of the facade.

2. Services areas and refuse containers shall be located at the rear end of the site and shall be screen from public view. Also ground mounted or wall mounted mechanical equipment shall be screened.

3. Loading dock areas shall not face the primary street. Screening from public view (i.e. side streets) is desired.
**Single-Family Residential**

*INTENT:* To support the development of small, affordable single family detached homes and attached row houses that are organized to create an attractive family-oriented neighborhood.

**Recommendations**

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

B. Homes should be designed with architectural details that provide visual interest and human scale for the street and the neighborhood.

C. Decorative fencing and/or landscaping that visually defines the single family lot at the street edge are encouraged.

D. Building setbacks should be consistent within a given block. In general, setbacks should be between fifteen (15) to twenty (20) feet from the public street.

E. To minimize their visual impact on the home design, garages should be recessed from the front facade.

F. Front porches are encouraged. Porches should be covered by a roof with a minimum depth of 6’ and constructed with materials that relate to the design of the home.

**Standards**

1. There shall be a clearly defined street-oriented entrance articulated with roof overhangs and/or other architectural features.
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. Building setbacks should be consistent within a given block. In general, setbacks should be between fifteen (15) to thirty (30) feet from the public street.

E. 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).

F. 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.

**Standards**

1. A primary building entrance shall face a public street. If the building faces more than one public street, the entrance shall face the most prominent street.

2. Services areas and refuse containers shall be located at the rear end of the site and shall be screened from public view. Also ground mounted or wall mounted mechanical equipment shall be screened.

3. Garages shall be recessed from the front facade(s) to minimize their visual impact on the design.
## Checklist

**Instructions**

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

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

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

### GENERAL

#### Layout & Street Relationship Standards

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#### Private Drives Standards

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1. Site design provides an area for snow collection that will not harm or kill plants.

2. Building entrances are connected to the public street by an attractive and accessible path/walkway, except single-family need not be accessible.

1. Sidewalks and on-street bicycle lanes are provided.

2. Trees are planted a minimum of 50 feet apart along the private road.

3. Street crossings are clearly marked.
## Design Standards Checklist

### Parking & Access Standards

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<tr>
<td>1.</td>
<td>A buffer is provided between parking lots and adjoining streets using landscaping and/or decorative wall/fencing.</td>
<td>□</td>
<td>□</td>
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<td>2.</td>
<td>Parking lots are landscaped along their edges and within each parking island.</td>
<td>□</td>
<td>□</td>
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<tr>
<td>3.</td>
<td>Pedestrian walkways are provided, including from the parking lot to the building and between the different parts of a building complex.</td>
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### Stormwater & Landscaping Standards

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<td>1.</td>
<td>Stormwater is conveyed to on-site infiltration areas.</td>
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<td>□</td>
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<tr>
<td>2.</td>
<td>Landscaping is provided around parking areas, including areas between the public street and the parking areas.</td>
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### Signage Standards

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<td>1.</td>
<td>Billboards, rooftop signs, pole signs, and neon signs are not used.</td>
<td>□</td>
<td>□</td>
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<td>2.</td>
<td>Signage location, form, color palette, and materials integrate with the building’s overall design.</td>
<td>□</td>
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<td>3.</td>
<td>If any, free-standing signage is designed and positioned to frame the front edge of the site.</td>
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### Lighting Standards

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<td>1.</td>
<td>Light fixtures directs light downwards, utilizing “full-cutoff” design -AND- complement the building and site design (landscape lighting is excluded).</td>
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### Building Design Standards

1. Building facades facing a public street are subdivided and proportioned using features such as windows, frames, sills/lintels, shading devices, and modulations of the wall.

2. Building facade with a total width equal to or greater than its height utilizes one or more of the following techniques:
   - Expression of structural bays,
   - Variation in roofline,
   - Variation in material, -AND/OR-
   - Variation in the building plane.

### Mixed Use / Retail Standards

1. Each principle building has a clearly defined, highly-visible customer entrances featuring architectural elements (such as canopies/porticos, overhangs, arcades, raised parapets, arches, or roof forms).

2. Parapets and facades are designed three-dimensionally (no “fake” characteristics).

3a. Service areas and refuse containers are located at the rear end of the site and are screened from the public view.

3b. Ground-mounted and wall-mounted mechanical equipment are screened from public view.

4. Loading dock areas do not face the primary street.

5. A walkway is provided the full length of the primary facade.
### Big Box Commercial Standards

1. One-story buildings are designed with extended facades and parapets to give the impression of a two-story building.

2a. Service areas and refuse containers are located at the rear end of the site and are screened from the public view.

2b. Ground-mounted and wall-mounted mechanical equipment are screened from public view.

3. Each large retail store has a clearly defined, highly-visible customer entrances featuring architectural elements (such as canopies/porticos, overhangs, arcades, raised parapets, arches, or roof forms).

4. Parapets and facades are designed three-dimensionally (no “fake” characteristics).

### Business & Professional Office Standards

1a. Service areas and refuse containers are located at the rear end of the site and are screened from the public view.

2a. Service areas and refuse containers are located at the rear end of the site and are screened from the public view.

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## Light Industrial Standards

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</table>

1. Office components are subdivided and proportioned using architectural features (windows, entrance features, arcades, porches, trellises, and/or stainless steel cables with vines) along no less than 50% of the facade.

2a. Service areas and refuse containers are located at the rear of the site and screened from public view.

2b. Ground-mounted and wall-mounted mechanical equipment are screened from public view.

3. Loading dock areas do not face the primary street.

## Single-Family Res. Standards

**Comments (office use only):**

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

1. There is a clearly defined street-oriented entrance articulated with roof overhangs and/or other architectural features.

## Multi-Family Res. Standards

**Comments (office use only):**

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

1. A primary building entrance faces the most prominent public street.

2a. Service areas and refuse containers are located at the rear end of the site and are screened from the public view.

2b. Ground-mounted and wall-mounted mechanical equipment are screened from public view.

3. Garages are recessed from the front facade.