



Meeting Date: September 16, 2015
Agenda Item: # 4a

PLAN COMMISSION MEETING MEMORANDUM

TO: David Valentine, Chairman
Plan Commission & Town Board
FROM: Jim Culotta, Town Administrator, Eric Ryer, Asst. Administrator/Clerk
MEMO WRITTEN: September 11, 2015
SUBJECT: Agenda Item # 4a: Discussion on updating the Five Corners Master Plan*

BACKGROUND

Like most long-range planning documents, municipal master plans don't always age well. The economy, market forces, transportation issues, and development trends can dramatically change over time. As such, it's important the plan for the Five Corners area reflects the realities of today. Drafting of the Five Corners Master Plan (FCMP) began in August 2005 and was completed in 2006. Since then, the Great Recession has made its mark on all levels of the economy. Locally, much has changed over the past nine years. Average daily traffic at Five Corners has grown by 67%. Business development and planning by neighboring communities have already directly impacted the Five Corners area. The FCMP didn't consider these factors, analyze the residential and commercial markets, or assess the Town's competitive position.

UPDATE OUTLINE

More than any other area in the Town, the Five Corners Business District will pose a myriad of questions in the years to come. Some of these questions include:

- Should residential development be considered? If so, what type(s) and how dense?
- How can Town-owned properties be leveraged for the greater good?
- What type of businesses should be pursued?
- What role should cultural/recreational attractions and pedestrian facilities play?
- Are public improvements needed to facilitate development?
- Are there public finance tools/public-private partnerships the Town could pursue that could assist the Town with its goals?

Town decision-makers will be better equipped to answer these and other questions by updating the Five Corners Master Plan.

PLAN COMMISSION DISCUSSIONS IN MAY/JUNE

The Plan Commission took up this discussion at their May 20th meeting, deciding to address the plan update internally. The first step in this deliberate and thorough process was a discussion on the purpose of the plan at the June meeting. Staff presented four questions to the Commission regarding this. Those questions, along with Commission responses (**in red**) are below.

- Should future development of Five Corners focus primarily on tax base growth? **Yes.**
- Or accommodating certain types of new businesses/services (i.e. Recreation hub/Sports Complex)? **Yes, bring in new business and continue to strive for realization of the Sports Complex.**
- Or drawing more customers for existing businesses? Or some sort of a combination? **Growth of new business is priority over focusing on current businesses.**
- Or perhaps some other role? **Attempt to attract restaurants connected to public spaces such as compact parks or gathering areas.**

The Commission directed staff to take into consideration their comments and update the statement for review at the July meeting. The first draft is found below.

Old statement: **“to create a vibrant and pedestrian-friendly “town center,” featuring mixed-use development and providing a focal point and gathering place for the town”.**

New statement: **“to create a vibrant and pedestrian-friendly “town center,” attracting new business, generating tax base growth, and realizing the construction of a Sports Complex”.**

JULY MEETING

The next logical step was to begin updating the “Introduction and Background” section of the plan. While only three pages in length, updates to this section will set the stage for the remainder of the plan update. Topics to be addressed within this section of the existing plan and associated questions to be answered include:

- Incorporate the updated purpose statement as confirmed by the Plan Commission (seen above)
- Review the area to which the Five Corners Master Plan applies. The Commission directed Administrator Culotta to contact the Grob family to see if they are interested in adding their Airport Fields properties to the Five Corners Business District & Town Center Overlay area.
- Public input. Staff presented business and resident surveys that could be circulated with the fall Town newsletter. The Commission directed staff to issue surveys (including a question regarding senior housing as an option in the Five Corners area and Town as a whole). The resident survey will go out with the fall newsletter and be available online, and the business survey will be available online and be mailed to those on the Town business list. Of note is the original Master Plan was drafted with the assistance of a steering committee, stakeholder and property owner interviews/workshop, and concluded with a Joint Steering Committee/Plan Commission meeting.

UPDATE

Staff met with representatives from Buxton, a company that specializes in retail development strategies, and invited them to make a presentation before the Plan Commission. Buxton has provided a free Retail Leakage and Surplus Analysis (attached) to the Town, which is one of the work products staff previously identified as a new critical component for updating the Five Corners Master Plan. Cody Gunstenson, Buxton’s Director of Sales, will make a presentation and review the retail analysis at the Plan Commission’s September 16th meeting.

ACTION REQUESTED

Following the Buxton presentation, staff suggests the Commission discuss the materials presented at the August Plan Commission meeting, including:

- a final review of the Design Guidelines and Standards adopted in August of 2014 and note any comments at this time;
- review the results of the Design Preference Survey found at the end of the current Five Corners Master Plan as food for thought moving forward

ATTACHMENTS

- I. Buxton’s Retail Leakage and Surplus Analysis for the Town of Cedarburg
- II. Design Guidelines & Standards
- III. Design Preference Survey from the current Master Plan

Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

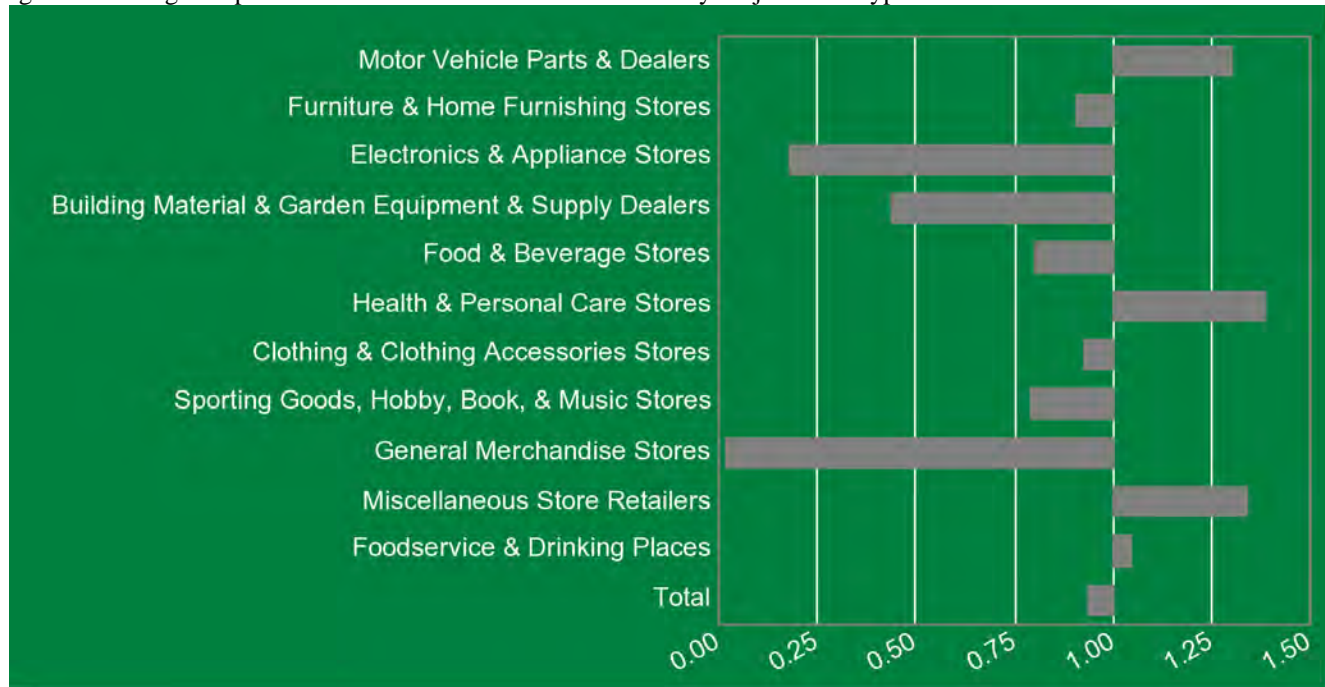
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

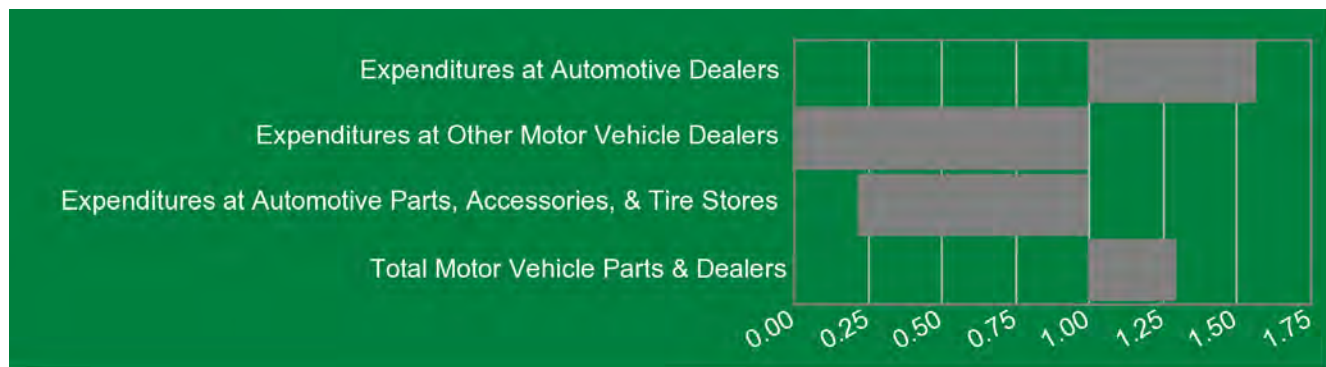
Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	37,154,063	48,288,959	1.3
Furniture & Home Furnishing Stores	3,944,090	3,572,192	0.9
Electronics & Appliance Stores	4,395,407	791,548	0.2
Building Material & Garden Equipment & Supply Dealers	15,379,404	6,717,091	0.4
Food & Beverage Stores	27,291,646	21,840,441	0.8
Health & Personal Care Stores	13,263,300	18,388,184	1.4
Clothing & Clothing Accessories Stores	9,320,608	8,624,151	0.9
Sporting Goods, Hobby, Book, & Music Stores	4,225,384	3,355,850	0.8
General Merchandise Stores	7,926,962	148,816	0.0
Miscellaneous Store Retailers	5,713,801	7,651,262	1.3
Foodservice & Drinking Places	11,471,980	11,995,118	1.0
Total	140,086,645	131,373,612	0.9

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Automotive Dealers	30,192,536	47,466,851	1.6
Expenditures at Other Motor Vehicle Dealers	3,251,963	0	0.0
Expenditures at Automotive Parts, Accessories, & Tire Stores	3,709,564	822,108	0.2
Total Motor Vehicle Parts & Dealers	37,154,063	48,288,959	1.3

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Furniture Stores	2,107,271	830,580	0.4
Expenditures at Home Furnishing Stores	1,836,819	2,741,612	1.5
Total Furniture & Home Furnishing Stores	3,944,090	3,572,192	0.9

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Appliance, Television and Other Electronics Stores	3,273,514	138,631	0.0
Expenditures at Computer and Software Stores	969,773	652,917	0.7
Expenditures at Camera & Photographic Equipment Stores	152,120	0	0.0
Total Electronics & Appliance Stores	4,395,407	791,548	0.2

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Home Centers	5,606,145	1,006,250	0.2
Expenditures at Paint and Wallpaper Stores	458,993	373,835	0.8
Expenditures at Hardware Stores	938,425	1,503,220	1.6
Expenditures at Other Building Materials Dealers	5,491,692	1,492,492	0.3
Expenditures at Outdoor Power Equipment Stores	506,653	367,359	0.7
Expenditures at Nursery and Garden centers	2,377,496	1,973,935	0.8
Total Building Material & Garden Equipment & Supply Dealers	15,379,404	6,717,091	0.4

Sub-Categories of Food & Beverage Stores



Store Type	Potential Estimated Sales		Surplus/Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	23,199,305	17,382,345	0.7
Expenditures at Convenience Stores	1,255,926	47,736	0.0
Expenditures at Specialty Food Stores	877,475	2,130,221	2.4
Expenditures at Beer, Wine, & Liquor Stores	1,958,940	2,280,139	1.2
Total Food & Beverage Stores	27,291,646	21,840,441	0.8

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Pharmacies and Drug Stores	10,963,116	17,210,004	1.6
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	694,458	0	0.0
Expenditures at Optical Goods Stores	662,657	678,538	1.0
Expenditures at Other Health and Personal Care Stores	943,069	499,642	0.5
Total Health & Personal Care Stores	13,263,300	18,388,184	1.4

Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Mens Clothing Stores	334,186	0	0.0
Expenditures at Womens Clothing Stores	1,635,828	3,397,366	2.1
Expenditures at Childrens and Infants Clothing Stores	450,043	0	0.0
Expenditures at Family Clothing Stores	3,724,068	1,319,504	0.4
Expenditures at Clothing Accessories Stores	294,083	0	0.0
Expenditures at Other Clothing Stores	582,037	147,238	0.3
Expenditures at Shoe Stores	1,044,286	809	0.0
Expenditures at Jewelry Stores	1,154,765	3,759,234	3.3
Expenditures at Luggage & Leather Goods Stores	101,312	0	0.0
Total Clothing & Clothing Accessories Stores	9,320,608	8,624,151	0.9

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



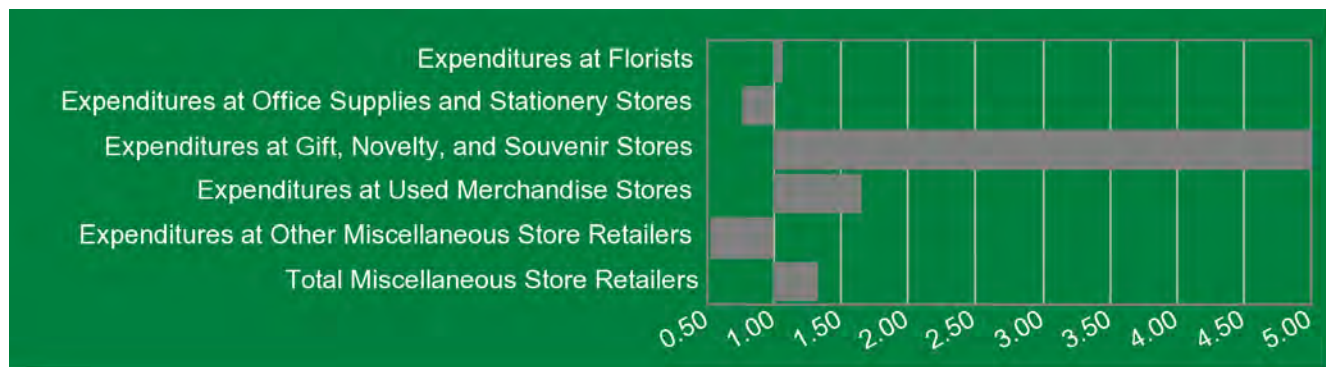
Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Sporting Goods Stores	2,014,649	2,355,508	1.2
Expenditures at Hobby, Toys and Games Stores	910,147	754,659	0.8
Expenditures at Sew/Neddlework/Piece Goods Stores	125,533	23,222	0.2
Expenditures at Musical Instrument and Supplies Stores	171,709	0	0.0
Expenditures at Book Stores and News Dealers	853,524	222,461	0.3
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	149,822	0	0.0
Total Sporting Goods, Hobby, Book, & Music Stores	4,225,384	3,355,850	0.8

Sub-Categories of General Merchandise Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Department Stores excluding leased depts	7,926,962	148,816	0.0
Total General Merchandise Stores	7,926,962	148,816	0.0

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Florists	411,847	439,919	1.1
Expenditures at Office Supplies and Stationery Stores	984,259	755,299	0.8
Expenditures at Gift, Novelty, and Souvenir Stores	752,714	3,758,581	5.0
Expenditures at Used Merchandise Stores	722,352	1,193,625	1.7
Expenditures at Other Miscellaneous Store Retailers	2,842,629	1,503,838	0.5
Total Miscellaneous Store Retailers	5,713,801	7,651,262	1.3

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Estimated Sales	Surplus/Leakage
Expenditures at Limited-service Eating Places	8,652,788	10,945,923	1.3
Expenditures at Special Foodservices	1,881,045	389,272	0.2
Expenditures at Drinking Place - Alcoholic Beverages	938,147	659,923	0.7
Total Foodservice & Drinking Places	11,471,980	11,995,118	1.0

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current Year CAPE (Census Area Projections & Estimates) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The CAPE (Census Area Projections & Estimates) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the CAPE Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.



Town of Cedarburg

Design Guidelines & Standards

Commercial / Multi-Family / Senior Care / Institutional/ Government Facilities

Adopted August 6, 2014



Manual Approved by the Town Board via Resolution 2014-13 on August 6, 2014
Ordinance 2014-8 Approved by the Town Board on August 6, 2014

Town of Cedarburg Town Board:

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Joe Rintelman

David Salvaggio

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Town of Cedarburg Plan Commission

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TABLE OF CONTENTS

	Introduction	4
Multi-Family Residential & Senior Care Facilities Guidelines & Standards		5
	Commercial/Mixed Use Design Guidelines & Standards	11
Institutional & Governmental Facilities Guidelines & Standards		20

Introduction

The Town of Cedarburg provides planning documents to help ensure the community develops in a manner consistent with its heritage and the vision community leaders have for the future. These efforts include the Comprehensive Plan, Comprehensive Park Plan, and Five Corners Master Plan, which were taken into account while drafting this document.

On June 3, 2009, the Town Board expanded planning efforts through the approval of design guidelines for two-family / multi-family / senior developments. The guidelines were policy preference documents, non-binding and not codified. In addition to the design guidelines, the aforementioned Five Corners Master Plan (April, 2006) contained non-binding site and design guidelines, as well as a design preference survey.

In 2013-2014, the Town continued planning efforts by drafting these binding design guidelines and standards for commercial, multi-family, senior care, institutional and government facilities. Leaders recognized buildings have an immediate and lasting impact on a community. The design of a building can influence how others perceive a neighborhood and area as a whole. The quality of buildings and site features can impact investment decisions by possible residents and businesses. High-quality buildings will grow the Town's tax base, attract additional development, support higher property values, and further foster an identity for the Town.

Process

The Town welcomed input from the community during the creation of these guidelines and standards, including business owners within the Five Corners business district. The goal of the process was to create binding guidelines and standards that would ensure attractive development realized through a streamlined application process that did not create unnecessary hurdles for developers. Town staff also gathered input from the Town Assessor in an effort to recommend site plan and architectural features that would provide the greatest positive visual impact at the least cost to the developer, as well as the Building Inspector, who will implement the design guidelines and standards.



Left: Eernisee Funeral Home.
This is a favorable example of
design efforts in the Five
Corners area.

Multi-Family Residential & Senior Care Facilities Guidelines & Standards¹

Multi-family: more than two separate housing units for residential (i.e. non-commercial) inhabitants are contained within one building or several buildings within one complex.

Senior Care facility: facility that fulfills the special needs and requirements that are unique to senior citizens.

1. Building Placement.

- 1.1. Buildings shall be placed parallel to the street edges when possible, or perpendicular to the street if arranged around a courtyard or other open space.
- 1.2. When located within the Town Center Overlay District, buildings shall be placed close to the right-of-way when possible to help create a sense of pedestrian friendliness and accessibility.
- 1.3. If buildings are substantially setback from the street, decorative fences, walls and/or landscape elements shall be used to hide parking lots and vehicles from view and maintain the privacy of residential units.

Unacceptable**Acceptable**

¹ Reference regarding all landscape elements: if any die, they must be replaced within 6 months of dying.

2. Parking and circulation.

- 2.1. Parking shall not be located in the front yard in the Five Corners Town Center Overlay District. Street facing garage doors are not allowed in the Five Corners Town Center Overlay District; they are strongly discouraged in other areas of Town.
- 2.2. Detached garages shall be designed and constructed of like materials of the principal structure.
- 2.3. Parking lots shall not be placed at street corners.
- 2.4. Parking lots shall be screened from adjacent streets, public spaces and residential uses by use of landscaping, decorative fences/garden walls and or low berms.
- 2.5. Berms shall not exceed three feet above the centerline of the road, and must be landscaped for at least 75% of their length.
- 2.6. Stormwater detention devices (i.e. ponds and outfalls) shall be landscaped with planting beds and bushes for at least 50% of their circumference.
- 2.7. Pedestrian walks at least four feet in width are required for developments within the Town Center Overlay District. Acceptable materials include concrete, brick, stone (no loose aggregate) or wood (natural or man-made). These walks shall be planned to connect to existing or planned future walks on adjacent properties and the Town pedestrian/bicycle network.

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Left: two examples of pedestrian walks. The example at the far left is a permeable pavement surface.

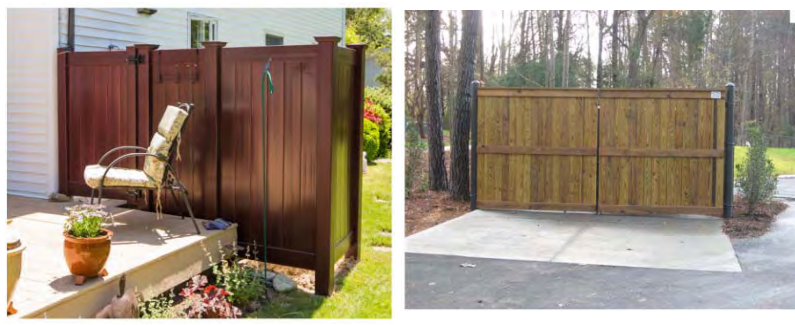
3. Service and loading areas.

- 3.1. Service and utility areas shall be inside the building or located at the rear of the building and screened from the public view with fencing and/or solid evergreen landscaping.
- 3.2. Dumpsters shall be completely screened from view by brick, stone, or wood fencing (natural or man-made).
- 3.3. Utility service lines shall be buried and located at the rear or side lot lines. Meters, transformers, AC units, and fuel tanks shall be completely screened from public view with decorative fencing, walls and/or solid evergreen landscaping if at ground level, or completely screened from public view with a decorative enclosure to mimic other materials used on the façade if on the roof of the building.

Unacceptable



Acceptable



4. Landscape.

- 4.1. A landscape plan shall be submitted with new buildings, additions, or building remodel.
- 4.2. Paved parking areas shall be landscaped with a minimum of 4 trees for every 20 stalls; paved parking areas less than 20 stalls must have at least 4 trees. Trees shall be at least 2 inch caliper and at least 4 feet tall at time of planting. Plantings shall be planted in and around the paved area with emphasis on screening of surface lots from adjacent uses and public streets.
- 4.3. A minimum of 50% of the street facing facades shall contain foundation plantings and at least 1 tree shall be planted per 50 feet of lot street frontage.

Unacceptable



Acceptable



5. Architecture.
 - 5.1. Buildings shall be designed to give the building scale and visual appeal.
 - 5.2. Elevations shall contain features that add depth and avoid the appearance of flat residential facades.
 - 5.3. New construction shall take into account the scale and character of any historic buildings in the adjacent area.
 - 5.4. New buildings and additions shall be designed with simple rectangular volumes; cylindrical, pyramidal, and other elaborate forms as the main building are not allowed.

Unacceptable



Acceptable



6. Entryways.

- 6.1. The primary building entrance shall be easily identified through the use of architectural details and/or other treatments such as awnings, canopies or porches.
- 6.2. Buildings located at the intersection of roadways shall be designed with angled entrances at the corner.

Identifiable Entry



Identifiable Entry



Identifiable Corner Entry



7. Signage and lighting.

- 7.1. Signage shall not be internally illuminated box signage. Internally illuminated box signage existing at the time of adoption of these guidelines and standards is considered legal/existing nonconforming, however, if the sign is replaced or a new sign face is desired, an internally illuminated box sign is no longer allowed. The only internally illuminated signage allowed is individual letters/logos.
- 7.2. The brightness of signage and other lighting must meet Town Code specifications.



Left: ground sign identifying multi-family housing.

8. Materials and colors.

- 8.1. Acceptable materials for all sides of buildings (aside from glass windows) include common size brick, natural stone (i.e. limestone, fieldstone, lannon stone), cement board siding, wood siding, and man-made brick, stone, wood, stucco, or EIFS.
- 8.2. Building color shall avoid the use of purple, pink and fluorescent colors, except for as accents on awnings and other decorative features.
- 8.3. When a rear façade faces a street, the rear façade shall be designed as a front façade.
- 8.4. Acceptable roofing materials include clay tiles, wood shingles, slate, asphalt shingles, and metal. "Green roofs" composed of organic materials are an acceptable option in new construction.

9. Outdoor spaces and amenities.

- 9.1. The creation of on-site green spaces and public/private courtyards and other amenities is encouraged.



Left: courtyard at a multi-family housing development.

Commercial/Mixed Use Design Guidelines & Standards

These guidelines and standards apply to new developments and proposed structures with B-1, B-2, B-3, and M-2 zoning. They also apply to all other parcels, regardless of zoning district, that fall within the Town Center Overlay District (TCOD), whether or not they use the TCOD process, to ensure that all new developments and redevelopments in this area occur in a consistent fashion. They also apply to Planned Unit Developments anywhere in town regardless of zoning.

1. Building Placement.

- 1.1. Buildings shall be oriented towards adjacent public streets, courtyards and other public spaces.
- 1.2. Buildings shall be placed parallel to the street edges, or perpendicular to the street if arranged around a courtyard or other open space.
- 1.3. When located within the Town Center Overlay District, buildings shall be placed close to the right-of-way when possible to create a sense of pedestrian friendliness and accessibility.
- 1.4. If parking is located between the building and the street, see-through decorative fences not taller than four feet, walls not taller than four feet, and/or landscape elements not taller than four feet shall be used to hide parking lots and vehicles from view.

Unacceptable

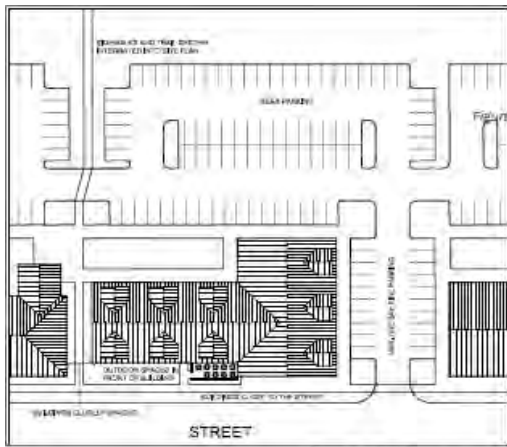


Acceptable



2. Parking and vehicle/pedestrian circulation.
 - 2.1 Parking lots shall not be placed at street corners.
 - 2.2 Parking shall not be located in the front yard in the Town Center Overlay District (TCOD).
 - 2.3 In general, parking lots shall be screened from adjacent streets, public spaces and residential uses by decorative fences, walls and/or landscape elements no taller than four feet in height.
 - 2.4 Pedestrian walks at least four feet in width are required for developments within the Town Center Overlay District. Acceptable materials include concrete, brick, stone (no loose aggregate) or wood (natural or man-made). These walks shall be planned to connect to existing or planned future walks on adjacent properties and the Town pedestrian/bicycle network.

Acceptable



**Above left: site plan showing side and rear parking.
Above right: aerial view of rear lot shared parking.**

3. Service and loading areas.
 - 3.1. Service, loading and utility areas shall be inside the building or located at the rear of the building and completely screened on all sides from the public view with decorative fences, walls and/or solid evergreen landscaping.
 - 3.2. Street facing garage doors are not allowed on new developments.
 - 3.3. Dumpsters shall be completely screened on all sides from view by brick, stone, or wood fencing (natural or man-made); the enclosure could be further screened by evergreen plantings.
 - 3.4. Utilities shall be buried and located at the rear or side lot lines. Meters, transformers, AC units, and fuel tanks shall be completely screened from public view with decorative fencing, walls and/or solid evergreen landscaping if at ground level, or completely screened from public view with a decorative enclosure to mimic other materials used on the façade if on the roof of the building.

Unacceptable**Acceptable**

Above: examples of acceptable screening for utilities located on the roof.

4. Landscape.
 - 4.1. A landscape plan shall be submitted with new buildings, additions, or building remodel.
 - 4.2. Paved parking areas shall be landscaped with a minimum of 4 trees for every 20 stalls; paved parking areas less than 20 stalls must have at least 4 trees. Trees shall be at least 2 inch caliper and four feet in height at time of planting.
 - 4.3. Plantings shall be placed in and around the paved area with emphasis on screening of surface lots from adjacent uses and public streets and breaking up large contiguous paved areas.
 - 4.4. Detention and retention ponds that are visible from the road or parking lot must be landscaped with planting beds and/or bushes for at least 50% or their circumference.

Unacceptable**Acceptable**

5. Architecture.

- 5.1. Buildings shall be designed to give the building scale and visual appeal. All facades visible from a street, parking or walkway shall contain features that add depth and avoid the appearance of flat facades.
- 5.2. Any flat roofs must be completely shielded from view by architectural facades, and mechanical equipment shall be screened from view.
- 5.3. Buildings located at street corners shall define the intersection with distinctive architectural character with features such as towers and recessed entries.
- 5.4. Building scale and height shall be compatible with that of adjacent residential units when such parcels abut.

Unacceptable



Acceptable



6. Entryways.

- 6.1. The primary building entrance shall be easily identified through the use of architectural details and/or other treatments such as steps, porches, stoops, bays, canopies, awnings, and balconies.

Acceptable Entry



Acceptable Corner Entry



7. Signage and lighting.

7.1. Signage shall not be internally illuminated box signage. Internally illuminated box signage existing at the time of adoption of these guidelines and standards is considered legal/existing nonconforming, however, if the sign is replaced or a new sign face is desired, an internally illuminated box sign is no longer allowed. The only internally illuminated signage allowed is individual letters/logos.

7.2. The brightness of signage and lighting must meet Town Code specifications.

Unacceptable



Acceptable



8. Materials and colors.

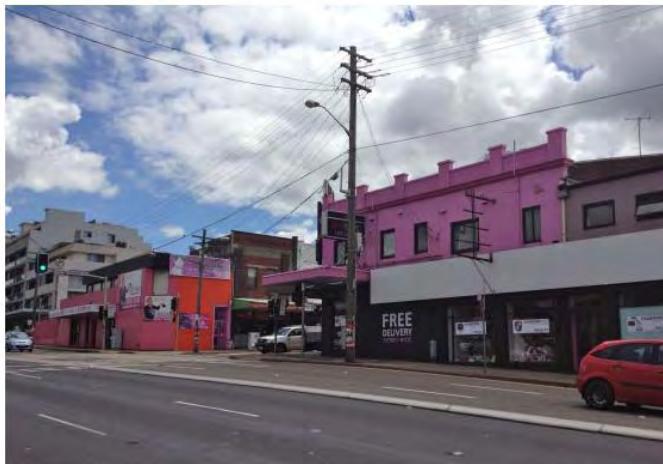
8.1. Acceptable materials for all sides of buildings (aside from glass windows) include common size brick, natural stone (i.e. limestone, fieldstone, lannon stone) and wood, cement board siding, and man-made brick, stone, wood, stucco, or EIFS. The use of corrugated metal, reflective glass, aluminum, and narrow gauge vinyl is not allowed.

8.2. Building color shall avoid the use of purple, pink and fluorescent colors, except for as accents on awnings and other decorative features.

8.3. When a rear façade faces a street, the rear façade shall be designed as a front façade.

8.4. Acceptable roofing materials include clay tiles, wood shingles, slate, asphalt shingles, and metal. "Green roofs" composed of organic materials are an acceptable option in new construction.

Unacceptable



9. Outdoor spaces and amenities.
 - 9.1. When on-site green spaces and public/private amenities are incorporated into site plans, they shall be designed so as to connect to current and possible future amenities on neighboring properties such as seating areas, water features and courtyards with walkways at least four feet wide.
 - 9.2. Pedestrian walkways shall be constructed of concrete, brick, stone (no loose aggregate) or wood (natural or man-made).

Encouraged outdoor spaces and amenities



Institutional & Governmental Facilities Guidelines & Standards

These guidelines and standards apply to all government and institutional facilities including but not limited to schools, colleges, churches and hospitals, regardless of zoning or location within the Town.

1. Building Placement.

- 1.1. Buildings shall be oriented towards and respond to adjacent public streets, courtyards and other public spaces.
- 1.2. Elements such as decorative fences, walls and/or landscape are required to buffer the use from adjacent uses and the roadway.

Unacceptable**Unacceptable****Acceptable****Acceptable**

2. Parking and circulation.
 - 2.1. Parking lots and driveways shall not be placed at street corners.
 - 2.2. Parking lots and driveways shall be bordered by planting beds and/or decorative fences/garden walls for at least 40% of their length to provide screening from adjacent streets, public spaces, and residential uses.
 - 2.3. Parking structures are limited to three levels or the height of the highest principal structure and must have a façade constructed of the same materials as the buildings.
 - 2.4. Pedestrian walks connecting parking lots to buildings and public spaces shall be incorporated into all site plans and must be of a solid surface (no dirt or gravel etc.).

Unacceptable**Acceptable****Below: aerials of well-planned campuses**

3. Service and loading areas.
 - 3.1. Service, loading and utility areas shall be inside the building or located at the rear of the building and screened on all sides from the public view with decorative fences, walls and/or solid evergreen landscaping.
 - 3.2. Dumpsters shall be completely screened on all sides from view by brick, stone, or wood fencing (natural or man-made); the enclosure could be further screened by evergreen plantings.
 - 3.3. Utilities shall be buried and located at the rear or side lot lines. Meters, transformers, AC units, and fuel tanks shall be completely screened from public view with decorative fencing, walls and/or solid evergreen landscaping if at ground level, or completely screened from public view with a decorative enclosure to mimic other materials used on the façade if on the roof of the building.

Unacceptable Loading Area**Unacceptable Dumpsters****Acceptable Loading Area****Acceptable Dumpster Enclosures**

4. Landscape.
 - 4.1. A landscape plan shall be submitted with new buildings, additions, or building remodel.
 - 4.2. Plantings shall be placed in and around the paved area with emphasis on screening of surface lots from adjacent uses and public streets and breaking up large contiguous paved areas.
 - 4.3. Adjacent properties shall be screened with dense landscaping such as tree plantings, shrubs, garden walls, hedges, fences and berms. Trees shall be at least three inch caliper and four feet tall at planting, and shrubs at least three feet tall at planting.

Acceptable



5. Architecture and Entryways.

- 5.1. Buildings shall be designed to give the building scale and visual appeal. Facades are encouraged to contain features that add depth and avoid the appearance of flat facades.
- 5.2. Corner buildings (corners of public roads) shall define the intersection with distinctive architectural character.
- 5.3. Mechanical equipment shall be screened from view.
- 5.4. The primary building entrance shall be easily identified through the use of architectural details and/or other treatments such as steps, porches, stoops, bays, canopies, awnings, and balconies.

Unacceptable



Acceptable



6. Signage and lighting.
 - 6.1. Signage shall not be internally illuminated box signage. Internally illuminated box signage existing at the time of adoption of these guidelines and standards is considered legal/existing nonconforming, however, if the sign is replaced or a new sign face is desired, an internally illuminated box sign is no longer allowed and signs must be upgraded to meet current sign code. The only internally illuminated signage allowed is individual letters/logos.
 - 6.2. The brightness of signage and lighting must meet Town Code specifications.

Samples of acceptable Signage



Above: Example of Good Site Lighting

7. Materials and colors.

- 7.1. Building materials. Acceptable materials for all sides of buildings (aside from glass windows) include common size brick, natural stone (i.e. limestone, fieldstone, lannon stone) and wood, cement board siding, and man-made brick, stone, wood, stucco, or EIFS. The use of reflective glass and aluminum is prohibited unless for decorative use and consisting of less than 20% of the façade area.
- 7.2. The use of corrugated metal and narrow gauge vinyl is not allowed.
- 7.3. Building color shall avoid the use of purple, pink and fluorescent colors, except for as accents on awnings and other decorative features.
- 7.4. When a rear façade faces a street, the rear façade shall be designed as a front façade.
- 7.5. Acceptable roofing materials include clay tiles, wood shingles, slate, asphalt shingles, and metal. "Green roofs" composed of organic materials are an acceptable option in new construction.

Unacceptable

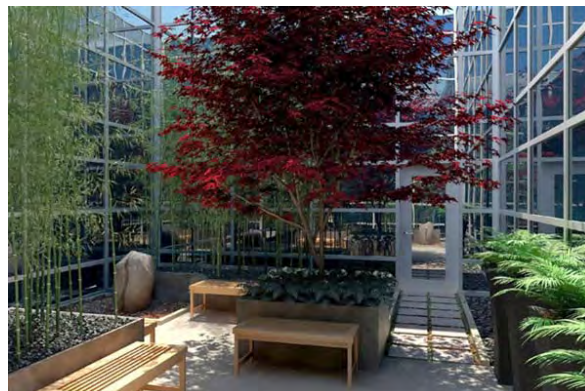


Acceptable



8. Outdoor spaces and amenities.
 - 8.1. The creation of on-site green spaces and public/private amenities is encouraged.
 - 8.2. When on-site green space and public/private amenities are incorporated into site plans, they shall be designed so as to connect to current and possible future amenities on neighboring properties such as seating areas, water features and courtyards with walkways at least four feet wide.
 - 8.3. Pedestrian walkways shall be constructed of concrete, brick, stone (not loose aggregate) or wood (natural or man-made).

Below: Examples of Outdoor Spaces / Amenities



APPENDIX B

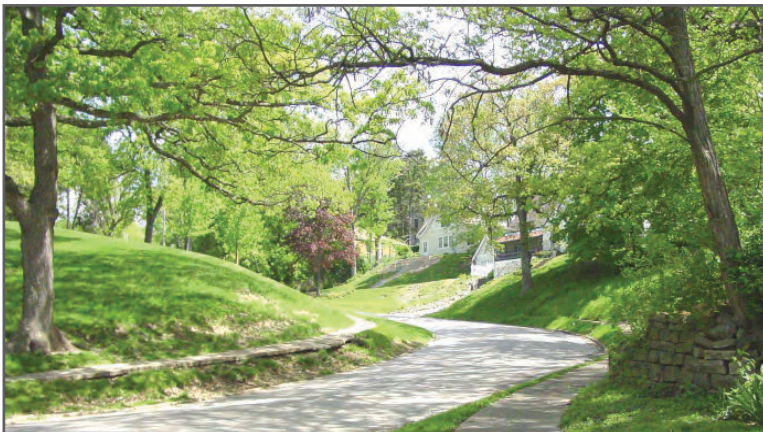
TOWN OF CEDARBURG

DESIGN PREFERENCE SURVEY RESULTS



Single Family Residential

Multi-Family Residential



Street and Road Character

Open Space and Landscape Character



SINGLE FAMILY RESIDENTIAL

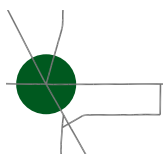
PUBLIC COMMENTS

- Prefer large front yard setbacks (buffer from street)
- Prefer no sidewalks (rural character)
- Prefer a balance between size of house, size of lot, and required setbacks
- Promote “rural look” with the preservation of natural areas



Highest Rated Images

Lowest Rated Images



MULTI-FAMILY RESIDENTIAL

PUBLIC COMMENTS

- Prefer owner-occupied vs. renter-occupied
- Prefer multi-family architecture for senior housing only



Highest Rated Images

Lowest Rated Images



STREET AND ROAD CHARACTER

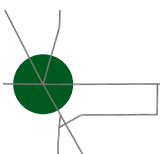
PUBLIC COMMENTS

- Integrate cost of maintenance with quality



Highest Rated Images

Lowest Rated Images



OPEN SPACE AND LANDSCAPE CHARACTER

PUBLIC COMMENTS

- Prefer bike paths as part of developments



Highest Rated Images

Lowest Rated Images

