

Town of Cedarburg Design Guidelines & Standards



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:

David Valentine (Chairman)

Joe Rintelman

David Salvaggio

Gary Wickert

Wayne Pipkorn

Town of Cedarburg Plan Commission

David Valentine (Chairman)

Joe Rintelman

Ralph Luedtke

Paul Waldo

Rick Goeckner

Ed Downey

Dan Wundrock

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.

Unacceptable



Acceptable

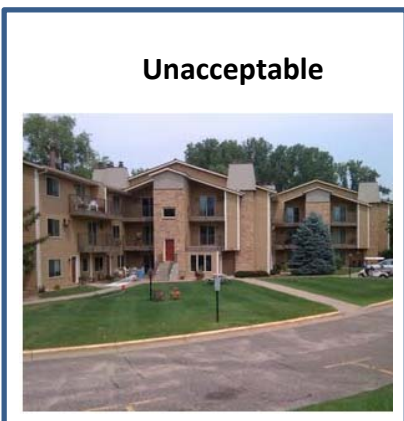


Left: two examples of pedestrian walks. The example at the far left is a permeable pavement surface.

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.



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.



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

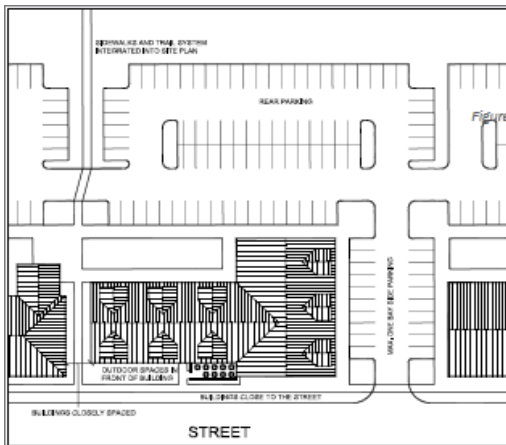


Acceptable



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 guage 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.



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

