

Five Corners Master Plan

Town of Cedarburg



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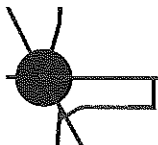
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The Five Corners Master Plan and accompanying design guidelines contained within this document were prepared for the Town of Cedarburg by Planning and Design Institute.



Town of Cedarburg Five Corners Master Plan

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1. Introduction and Background

Purpose of the Study

The Town of Cedarburg, a historically rural community in a natural setting, is located in a rapidly developing portion of Ozaukee County. The purpose of this plan was to create a vibrant and pedestrian-friendly “town center,” featuring mixed-use development and providing a focal point and gathering place for the town. Five Corners, which is the intersection of Highway 60, Wauwatosa and Covered Bridge Roads, was selected as the appropriate location for the proposed Town Center.

Description of the Study Area

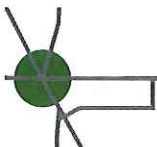
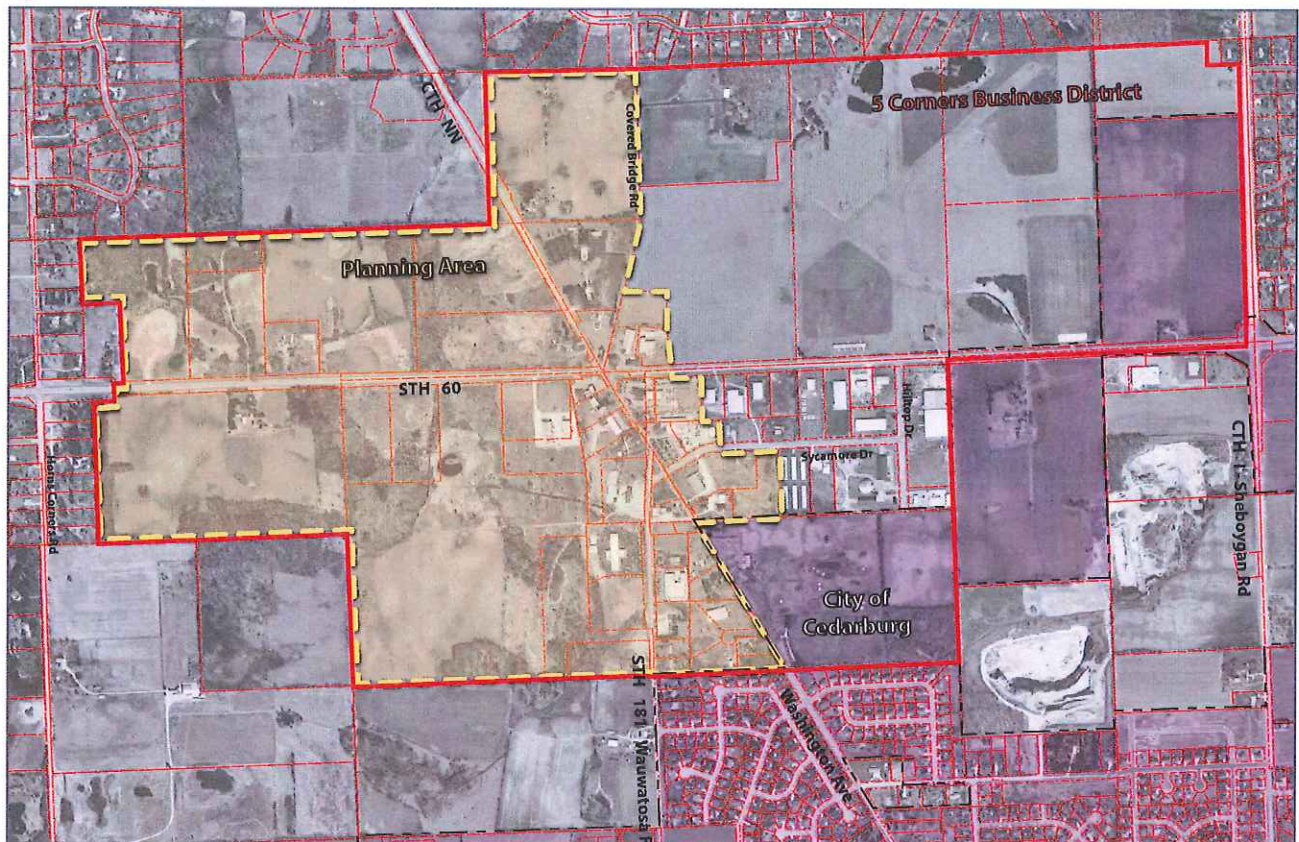
The study area (fig. 1.1) generally flanks Highway 60 from the Five Corners intersection to Horns Corners Road extending between a quarter and half mile to the north and

south of Highway 60. A variety of uses currently occupy the study area including several large parcels utilized for agriculture, roadside commercial development along the major roadways, institutional uses including the Town Hall and the St. Francis Borgia Church, as well as several wetlands and environmental corridors.

Scope of Project Summary

This project identifies potential development scenarios as appropriate by location and form. The process involved analysis of the existing condition of the area, development of conceptual design strategies, development of design guidelines and recommendations for implementation. Each of these actions incorporated public involvement.

Figure 1.1: Planning area boundary



2. Public Process and Citizen Input

A significant component of the project was the inclusion of public input. Throughout the planning process, citizens were involved in several ways, including the creation of a steering committee of local residents (please see page 2 for a list of members). Several public meetings were held in addition to one-on-one stakeholder interviews with residents and property owners. Following below is a description of the various ways in which public input was solicited.

Steering Committee Meeting 1:

The first steering committee meeting was held on August 30, 2005. At this meeting, PDI presented an initial site analysis of the area, including environmental corridors, wetlands, the built environment and the new amended boundary with the City of Cedarburg. Following this analysis two development opportunity scenarios were presented addressing relevant issues. One scenario provided a more aggressive approach while the other was more conservative in nature. Following the presentation of the development scenarios, a design preference survey was conducted. Using this interactive method, respondents were asked to score 74 images based on their like or dislike of the development character. The results of the survey were used later in the planning process to help craft a set of guidelines. The results of the survey can be found in the appendix on page 64.

Property Owner Interviews and Workshop

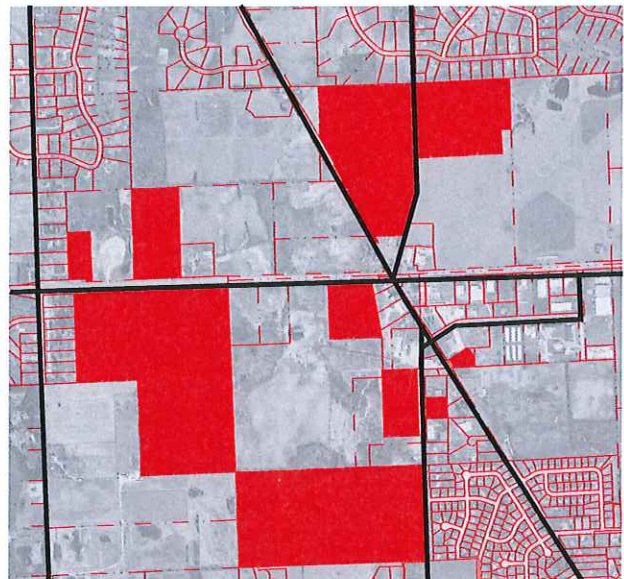
Property owners within the redevelopment area were invited to a series of stakeholder interviews in order to provide the consultants with confidential feedback on important issues facing the Town as well as provide input regarding a draft planning and development concept. Nine property owners attended the interviews on October 11 and 12 and were individually interviewed for approximately 30 minutes (fig 2.1). Responses generally focused on maintaining the character of Cedarburg while adding appropri-

ate commercial and residential uses. A brief summary of issues noted by the interviewees can be found in the appendix on page 72.

Steering Committee Meeting 2:

At the second steering committee meeting, held October 26, 2005, the design preference survey results were presented and discussed. Results concerning residential development indicated a preference for homes featuring front porches, interesting architectural details, moderate-sized front yards, and landscapes with mature trees. Preferred commercial images indicated a preference for buildings and environs that emphasize a comfortable human scale, interesting details to enhance the pedestrian experience and quality landscaping. Traditional building styles and high-quality materials were generally preferred. Following the presentation of the design preference survey, the initial draft of the concept development plan was presented. The steering committee and staff from PDI discussed the elements of the draft while outlining the next steps in the process.

Figure 2.1: Map of properties whose owners or representatives participated in the Property Owners Interviews and Workshop.

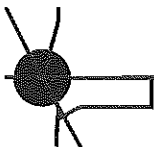


Steering Committee Meeting 3

At the third and final steering committee meeting on January 3, 2006, the revised draft concept plan was presented with special emphasis given to the character of each sub-area in the plan. Subsequently, PDI discussed possible methods the steering committee could use to implement the plan in the future, including the planned unit development and general development plan processes. Lastly, the initial draft of the Town Center design guidelines was presented to the steering committee.

Joint Steering Committee Meeting with Town Board and Plan Commission

During the final meeting, held February 15, 2006, final revisions of both the draft concept plan as well as the design guidelines were presented at a joint meeting between the Plan Commission and the steering committee. At this meeting the steering committee voiced its approval of the plan and recommended that the plan be forwarded to the Plan Commission for further action.



3. Project Goals

As the planning process began a series of project goals was outlined as a component of the public input process. The overall intent of the project was to create a framework for development that provides for additional commercial development to serve the needs of local residents while at the same time complementing the existing residential and natural character of the Town. The goals are listed below:

Develop a mixed-use pedestrian friendly town center

Encourage a mix of uses in a compact area to create an active and vibrant district where people are able to walk between destinations. This mix of uses encourages people to frequent the area and is a key ingredient in creating a sustainable town center.



Figure 3.1

Create opportunities for new recreational open space

Provide additional recreational fields in close proximity to the Town Center. These fields can also act as an “anchor tenant,” drawing people to the area.



Figure 3.2

Preserve natural and cultural resources

Ensure that any new development must acknowledge and be sensitive to the existing environmental and cultural resources that currently exist within the district’s boundaries.



Figure 3.3

Develop an interconnected system of roads to provide for future circulation needs

Designate future major roadway connections and stress the need to provide for a series of interconnected alternative vehicular routes in and around the Town Center.



Figure 3.4

4. Neighborhood Analysis: Issues and Opportunities

The initial stage of the plan was to identify and document issues and opportunities in the Five Corners area. The analysis included issues of existing and future land use, access and circulation, parks and open spaces and the physical form of development currently in the area.

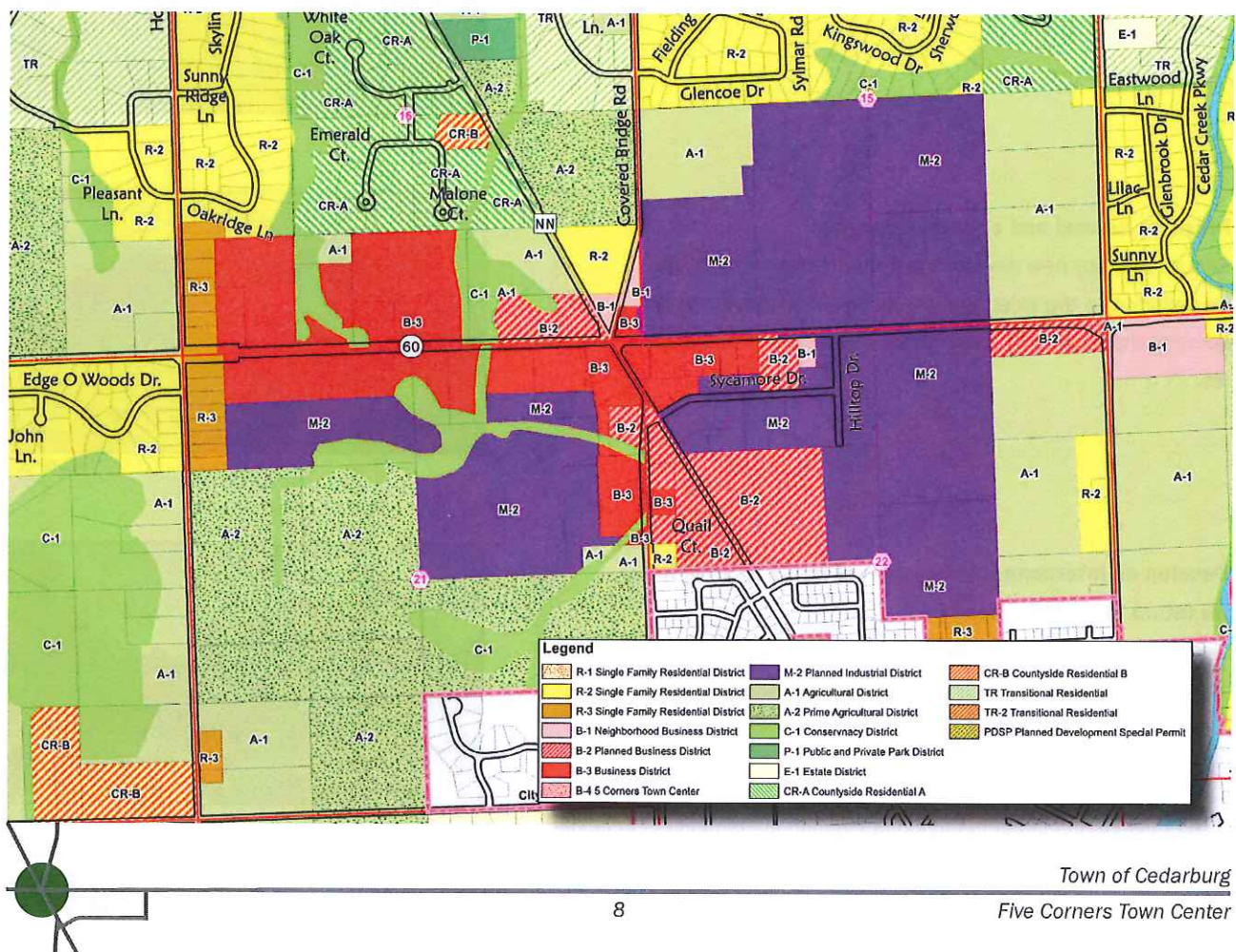
Social and Economic Activity: Existing Land Use

Several categories of use exist within the generally commercial Five Corners redevelopment area (fig. 4.1). Many of these uses rely on their proximity to state highways 60 and 143 and their connections to the interstate system. To the southeast of the Five Corners intersection, a small industrial park is home to several businesses.

With a traffic count of approximately 12,900, Highway 60 is the primary east-west corridor in the area and many retailers have responded by locating on the highway. Destination retail tends to dominate the area; retailers in this area include a landscape center, a floor covering store, atv retailers and car dealerships on the highway. Neighborhood-oriented retail in the area includes a convenience store and gas station, a bank and a number of food and drink establishments which act as neighborhood activity anchors.

The area is home to several civic and institutional uses, including the Town of Cedarburg's town hall and garages and the Cedarburg firehouse. St. Francis Borgia Church is located just north of the Five Corners and is considering future plans to consolidate its two facilities to this site.

Figure 4.1: Town of Cedarburg's Zoning at the Five Corners



Vehicular Access and Circulation

Vehicular circulation is dominated by state and local highways which provide residents and businesses with rapid and direct access to I-43 and nearby destinations. However, curb cut and intersection restrictions on state highways complicate efforts to provide access to development parcels and to creating an efficient street network. As intersections are generally limited to one per 1000' the initial locations of curb cuts or driveways has a critical impact on future development opportunities. The speed of vehicular travel (posted at 55 mph on Highway 60) is also an issue with increased speed resulting in decreased visibility of businesses, decreased pedestrian and bicycle crossing opportunities and difficulty in turning onto the highway from adjacent driveways.

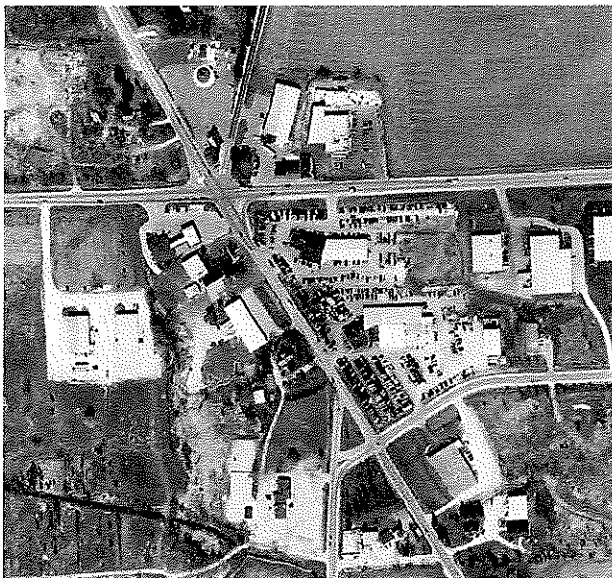


Figure 4.2: Aerial photo of the current intersection configuration of the Five Corners and Triangle Intersections.

The Five Corners intersection and the intersection of Wauwatosa Road and Washington Avenue, also known as the "Triangle Intersection" do not optimize traffic flow in their current configurations (fig 4.2). New configurations of these intersections could improve development potential of the respective parcels while providing a greater ease of use and enhanced pedestrian connectivity.

Pedestrian Circulation

Currently, there is limited pedestrian accessibility in the Five Corners area. Sidewalks are not present and bicycle trails have varying degrees of use. To create an active pedestrian environment, sidewalks alone are not sufficient. Users must have a destination and an origin in close proximity.

Parks, Open Space & the Natural Environment

Natural features have significant impacts on the development potential of future projects. Significant environmental issues for the area include SEWRPC environmental corridors, soils, wetlands, floodplains and contamination. The area is also dotted with amenities such as old growth trees and ponds.

Primary environmental corridors (figure 4.3) effectively divide the spaces into four development areas. Two north-south corridors run just west of the Five Corner intersection, allowing for a series of parcels open to development alongside environmental features. While there are no regulations that prevent development within SEWRPC's environmental corridors, it is generally a sound and responsible practice to avoid developing within the boundaries if possible.

Many of the soils found in the immediate Five Corners area are classified as hydric (figure 4.4). While soils like these alone will not prevent development from happening, they create structural complications the builder must be aware of prior to construction.

Many wetlands and flood plains also restrict development in the Five Corners area. The wetlands, as delineated by the DNR, follow a similar path to the environmental corridors north of Highway 60. South of the highway, the wetlands extend from the Huiras farm through much of the Prochnow landfill.

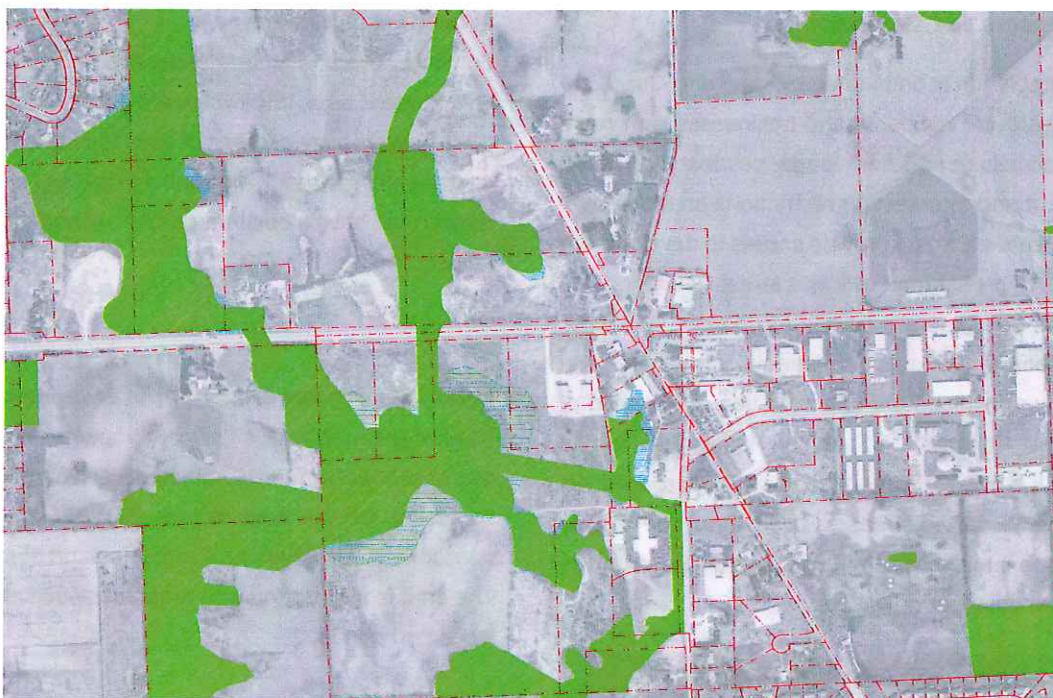


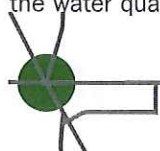
Figure 4.3: SEWRPC's delineated Environmental Corridors, wetlands and floodplains.

Figure 4.4: Hydric and other soils with development limitations



The Prochnow landfill is an identified superfund site with significant contamination present. It is currently in joint ownership with several parties. It has adversely affected the water quality of adjacent parcels, requiring these ar-

eas to receive municipal water from the City of Cedarburg. This parcel has a long term development timeline and new construction on the site is unlikely in the near future.



Physical Form

The physical form of the redevelopment area is dominated by a few typical characteristics (fig. 4.5-4.8).

Many of the parcels along Highway 60 and other major corridors are quite deep, with limited access and development potential only at the street frontage. Development is generally located along the corridors, leaving large areas at the rear of parcels undeveloped or underutilized. The buildings, while generally located towards the street, are set back large distances and are spaced far apart, resulting in a fragmented street edge with a saw-tooth appearance.

Much of the parking in the area is located in front of the buildings, further increasing the setback and contributing to the auto-dominated tone of the area. Most of these parking areas are unscreened displaying large expanses of asphalt from most vantage points.

The buildings within the Five Corners Redevelopment Area vary in scale and quality. Nearly all are single-story structures of varying heights. The area consists of many utilitarian metal-clad and concrete block buildings not limited to the business park. This building style is inconsistent with the character desired by the Town of Cedarburg.

Figure 4.5: Typical development along Highway 60.



Figure 4.6: A new strip retail center developed on Highway 60.



Figure 4.7: The Roadhouse Bar and Grill located at the Five Corners.

Figure 4.8: 5 Corners Dodge as seen from the north.



5. Planning Concept and Illustrative Master Plan

The Vision

The guiding force of the redevelopment plan is the vision of what the Five Corners area could become. The vision focuses on three elements:

1. *A pedestrian-friendly and active "Main Street" to welcome and serve the community:*

Main Streets are places people want to live, work and shop; places that meet resident's day-to-day needs; places that anchor the community.

2. *Residential development that fits the character of the community:*

Residential development must be appropriate to its context: residential development that is too dense appears out of place, while development that is not sufficiently

dense cannot support neighborhood retail and services and replaces pedestrian activity with an auto-oriented quality.

3. *Open spaces that connect the community:*

The presence of open space is especially critical in preserving the Town of Cedarburg's character. The spaces, however, must connect surrounding developed areas rather than isolating them from each other.

Implementation of this vision involves the creation of a network of new local streets and reconfigured intersections coupled with the development of appropriately scaled commercial and limited multifamily uses while also providing new public spaces and amenities.

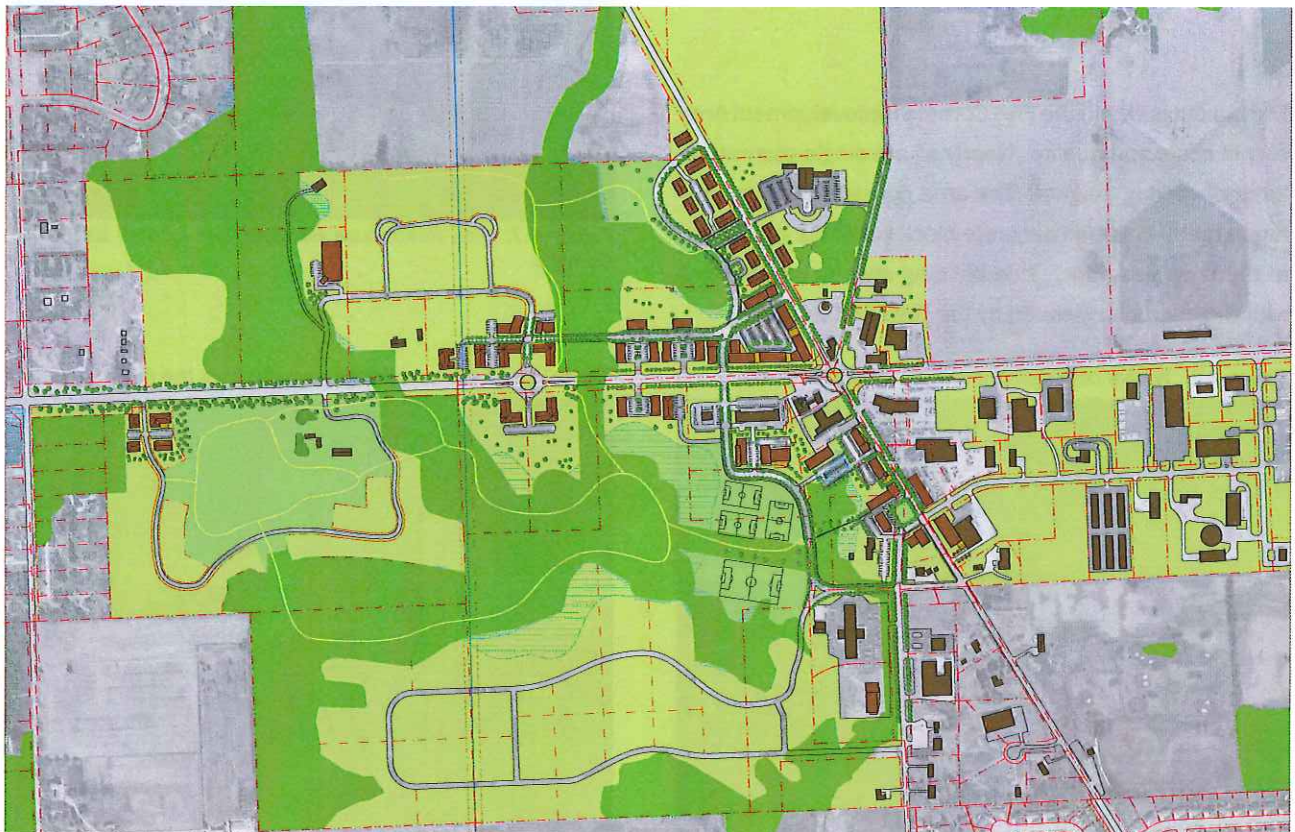


Figure 5.1: Five Corners Town Center Illustrative Master Plan

Town of Cedarburg

Five Corners Town Center

Illustrative Master Plan

Figure 5.1 indicates a possible development outcome scenario which provides one example of desired development that could occur in the Town Center area over time as the design guidelines outlined later in this document are applied. As such this master plan illustration should not be seen as representing an exact depiction of future conditions but as a visualization tool that can help residents envision the future character of their community. The descriptions below outline the details of the Illustrative Plan and the concepts that underlie it.

Improved Circulation

Throughout the redevelopment area, a new system of streets was created (fig 5.2) to allow for additional quality development opportunities at greater depth on several parcels and to provide alternative routes for local traffic. Additionally, select streets and intersections were reconfigured in the Illustrative Plan to increase the ease of use and provide new development opportunities in key locations.

The most visible circulation change is the reconfiguration of the Five Corners intersection to include a roundabout, an option that highway engineers should consider through future study. From a traffic standpoint, this change improves circulation as traffic doesn't stop for red lights and left turns become simplified. Another achievement of the roundabout is enhanced pedestrian safety: traffic will slow significantly as it nears the roundabout, making crossings easier. The roundabout will also act as a gateway feature, signaling to motorists that they have arrived at the Town Center in Cedarburg.

A second major intersection reconfiguration takes place at the "Triangle Intersection" of Washington Avenue, Wauwatosa Rd. and Sycamore Drive. In the new configuration, Wauwatosa Road curves and meets Sycamore Drive and Washington Avenue in a traditional crossing intersection.

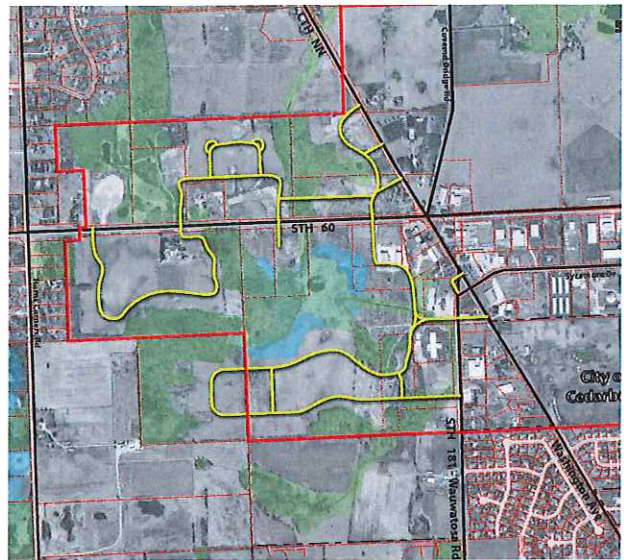


Figure 5.2: New and reconfigured roads.

A local one-way street with angle parking and slower traffic allows visitors to cross and occupy a new Town Square where the triangle was once located..

A second roundabout is located a third of a mile west of the Five Corners on Highway 60. This will create a zone of slower speeds on between the two roundabouts. Slower speeds will allow for easier access to local streets and businesses and allow signage to be effective at smaller sizes.

Internal circulation systems were also developed off the highways to provide alternative local routes and connections. East of Washington Avenue, a new street paralleling the highway was created. This winding street, which bases its geometry according to nearby wetlands and environmental corridors, extends south to the redevelopment area boundary. It has four new cross streets as well as access to Highway 60, Washington Avenue, Wauwatosa Road and areas of potential development to the west. Three other internal circulation systems are also proposed, including two further west on Highway 60 and one south of Five Corners, off Wauwatosa Road. The two streets to the west are loop roads, each with two access points off Highway 60 (one of which is shared between the two). The northern street has an additional secondary residential loop as well as an access road that terminates on Washington Avenue.

Mixed-use areas

While the entire Five Corners Redevelopment Area was viewed as having the potential for mixed-use development, much of the effort in creating the plan focused on a smaller, pedestrian-oriented “Main Street” sub-area (fig. 5.3). This area would serve as the central spine to the Redevelopment Area. This section is prescribed for a higher level of density and activity with less auto-oriented development than that which would occur elsewhere.

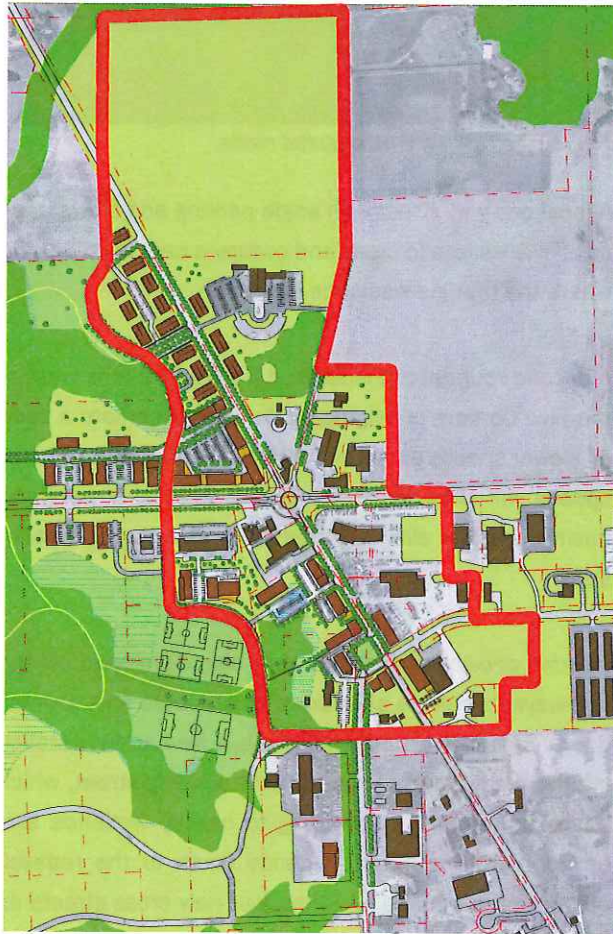


Figure 5.3: Main Street Sub-Area

Main Street Sub-Area

The Main Street Sub-Area is the most vibrant of the mixed-use areas, and it is one of the major elements of the Redevelopment Plan. The Main Street Sub-Area roughly follows Washington Avenue and Wauwatosa Rd. for the extent of the redevelopment area, and specifically focuses on the section between the St. Francis Borgia Church campus and Sycamore Drive.

In the Sub-Area, the majority of the new commercial development is located on, or south of, Highway 60. A new commercial node will be developed on the northwest parcel of the Five Corners intersection. This series of mixed-use buildings will front both Highway 60 and Washington Avenue, with visible public plazas and a shared landscaped parking area in the rear. Just west of this node, two additional commercial courts were developed with cross-parcel access to ensure connectivity. North of this commercial area, several multifamily buildings were developed to provide additional residential opportunities within walking distance of neighborhood retail and services. These buildings share common open space and have views onto the adjacent environmental corridor. Within this residential district, a large planted boulevard connects the neighborhood with the St. Francis Borgia campus and its potential new developments which could include residential buildings along Washington Avenue.

Further south on Washington Avenue, new commercial and mixed-use buildings are added where the former municipal garage was located. This facility was moved to the rear of the parcel to allow more active buildings and spaces to occupy its former location fronting Washington Avenue. All the buildings in this location share parking and have cross easements to ensure access between parcels.

At the south end of the Main Street Sub-Area, a new square is developed on the former “Triangle Intersection” (fig. 5.4). This square will act as a gateway feature and an amenity for adjacent development. This square is surrounded by mixed-use buildings with retail on the ground floor and parking in the rear. The square will provide a gathering space for the Town while creating an easily accessible focal point for pedestrian activity. The segment of road adjacent to the majority of the square is a local one-way street with angle parking. Other improvements of the Sub-Area include the addition of sidewalks, pedestrian-level ornamental street lights, street trees, and other landscaping features.

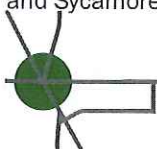




Figure 5.4 Main Street Sub-Area with alternative town square configuration in the upper right.

Furthermore, the Main Street Sub-Area will contain a new recreation complex, located behind the development area on Washington Avenue and 60. The complex has four play fields and will be accessible via a new connector

road as well as the new trail systems. Parking needs are met by sharing parking with nearby buildings including the Town Hall and adjacent commercial structures.

Town Center District

Development in the Town Center District but outside the Main Street Sub-Area (fig. 5.5) is anticipated to be generally less dense, less active and have a lesser need to be pedestrian-oriented. There are three targeted development areas outside the Main Street Sub-Area; two of these are further west on Highway 60 and one is southwest of Five Corners.

To the southwest, a business park is proposed to increase development value for the Town (fig 5.6). These parcels are linked via access roads and the trail systems to the

Town Center sub-area, giving employees and visitors convenient access to food and dining options as well as providing Main Street vendors the benefit of additional patrons.

To the west, another mixed-use commercial node is proposed at the second roundabout (fig 5.7). This area is anticipated to be mixed-use with a greater emphasis on office and residential uses, with slightly less emphasis on pedestrian-oriented retail. North of the roundabout node, single family housing would largely occupy the remainder of the parcel.

Figure 5.5: Development in other areas of the Town Center.

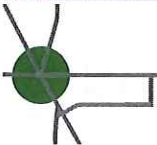
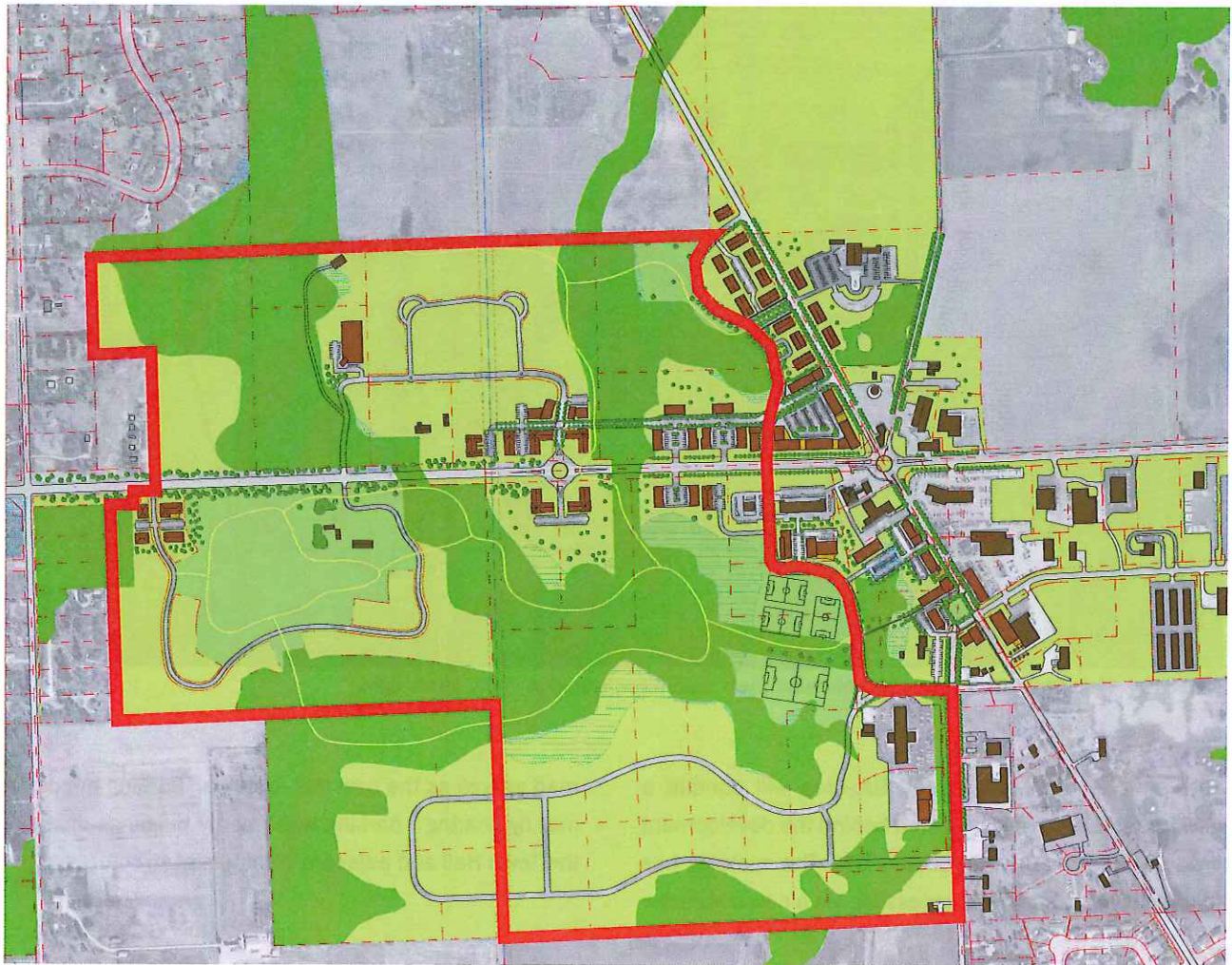
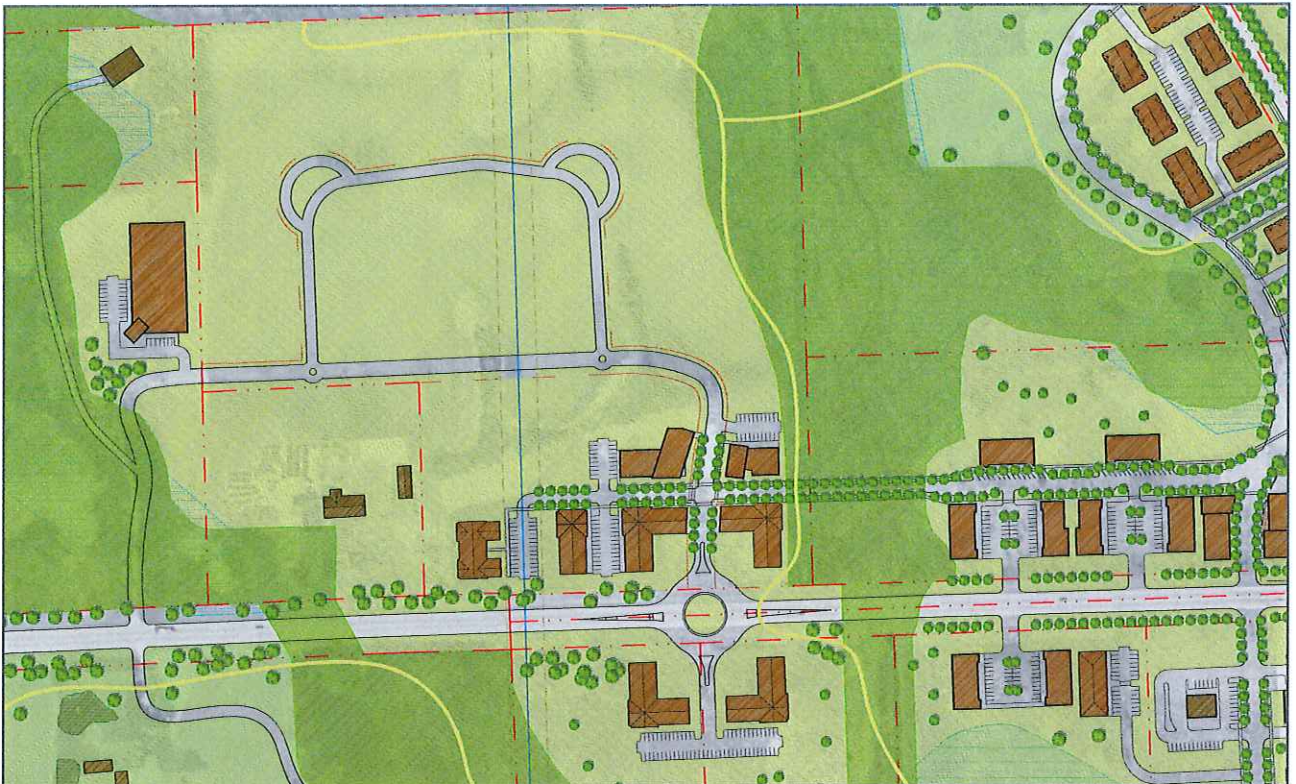




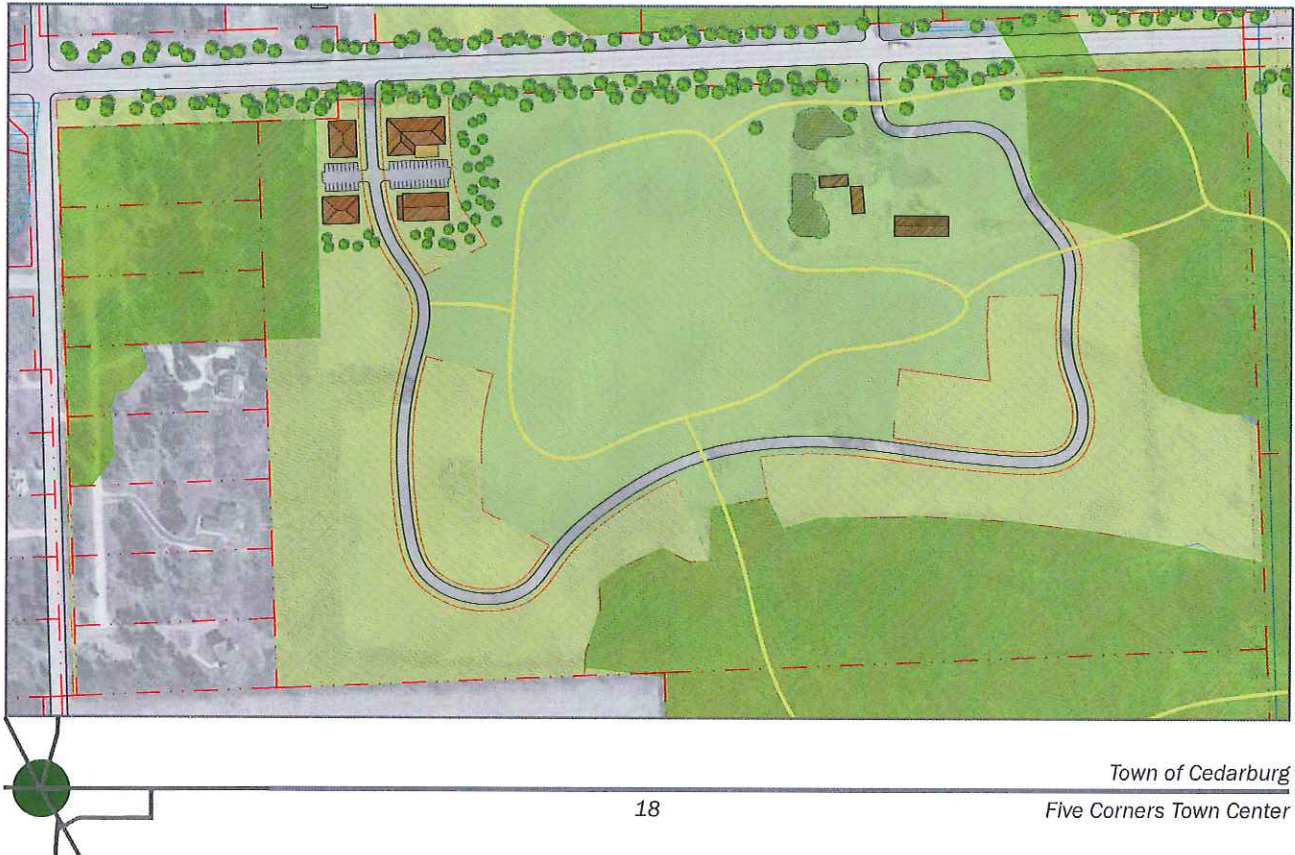
Figure 5.6: A new business park to southwest of the Five Corners.

Figure 5.7: New development along Highway 60.



Further west, the Huiras property is developed in selected areas (fig. 5.8) with an emphasis placed on preserving the existing environmental features as well as the original farmstead and barn. A single ring road is proposed to extend from the existing driveway curving in a manner to preserve the existing farmhouse and barn. These buildings could be preserved and renovated as a cultural amenity to the Town. The primarily single-loaded road travels around the perimeter of the property, while maintaining the central area as shaped public open space. The road terminates at Highway 60 with a small retail node. Development along the ring road would be a mix of office and multifamily residential.

Figure 5.8: The Huiras property development concept.



6. Implementation

The Town should pursue the following steps in order to achieve the desired results discussed in this plan.

Overlay District

A district should be established with boundaries that match those of this study. Within this district, developments should generally use the planned unit development (PUD) model for approval. In a PUD, the developer and the Town have flexibility not found in a traditional zoning code and tools such as design guidelines become significant. The developer will submit a general development plan that outlines the proposal in detail.

Review Stages

When the Town receives the general development plan, it is initially reviewed by the Town Center Design Review Board (TCDRB). This entity, which initially could be comprised of members from the steering committee, will work with the developer to expedite approval of the project and improve any elements of the project not consistent with the plan. Following approval by the TCDRB, the proposal is reviewed by the Plan Commission and ultimately by the Town Board (fig 6.1). It is critical that the TCDRB, the Planning Commission and the Town Board are in agreement in this practice. The boards must agree on type of development desired in the Town Center and not become three individual boards with three separate visions.

Design Review Procedure

The first step in the process of development for the Town Center is for the developer or owner of a parcel to obtain a copy of the design guidelines. Shortly after receiving the guidelines, a meeting should take place between the TCDRB and the developer to discuss the intent of the development to ensure it is compatible with the vision presented in this report. A second meeting would then occur with the TCDRB in which a preliminary design concept of

the project would be presented. This meeting would occur as a precursor to an appearance to the plan commission to ensure the project is developing in accordance with the vision and intent of the design guidelines.. Following this meeting, the developer will submit a general development plan to the Town for review. Upon review, the TCDRB will make an advisory decision and the project will proceed to the Planning Commission. The Planning Commission will make a decision followed by the Town Board prior to final approval.

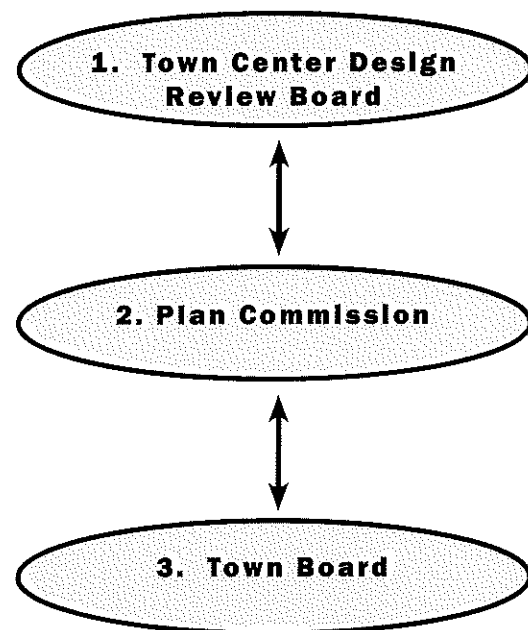


Figure 6.1: Implementation diagram.

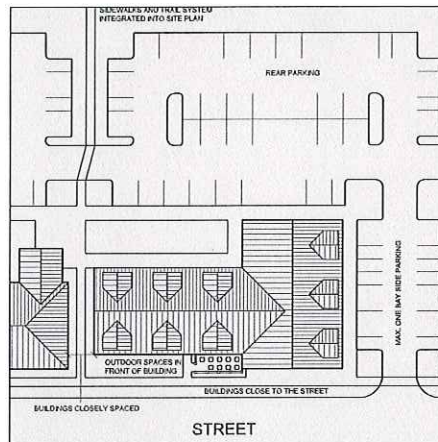
7. Summary of Guidelines

Development guidelines for the Town Center are presented in the following pages. The guidelines contain regulations for site and building design for all parcels contained within the Town Center boundary. In addition to these general guidelines, an additional set of guidelines was created for the Main Street Sub-Area. These guidelines were customized to ensure the desired character was achieved for distinct areas within the overall district.



Five Corners Master Plan

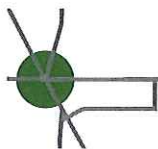
Design Guidelines



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DG-2

Town of Cedarburg
Five Corners Town Center

Site Character

The Five Corners Town Center Redevelopment area contains both spaces intended for high levels of activity, and others intended to be less active and more natural in character. The following pages define the existing and desired character of all spaces in the Five Corners to better shape development results. Guidelines will be tailored to each sub-area of the district and its unique character; attempting to utilize the same guidelines to achieve different development goals will likely result in haphazard undesirable development.

Five Corners Town Center District Place Characters

The Five Corners Town Center District contains a variety of parcels and contexts appropriate for many uses. The district is an opportunity to create a more urban node in an otherwise rural Town of Cedarburg. The character present in this area must reflect the goals of the district while being sensitive to the surrounding context. The Town Center is indicated in figure DG 2.0 on page DG-7.

The Five Corners Town Center District currently is currently a mix of commercial uses intertwined with civic, residential, and institutional uses (fig. DG 1.1, 1.3-1.6). Parcels are generally deep, with more conventional suburban strip development occurring near the state highways.

Aside from development, open spaces, environmental features and environmental constraints are characteristic of this area. Several delineated environmental corridors, various soil conditions, wetlands and floodplains have dictated development locations.

In general, new development in the Five Corners Town Center District will contrast with yet compliment existing development in the Town of Cedarburg. Development is to be concentrated into nodes, creating greater activity in areas while preserving open spaces and natural features.

Commercial uses integrated with multifamily development is appropriate for this district. Commercial uses along Highway 60 have greater visibility and the opportunity for office and retail development; spaces with less immediate visibility from major corridors are appropriate for office, residential and recreational uses.

Locations at greater distances from major corridors and screened from other development areas are more appropriate for larger footprint buildings. Development in these areas should be primarily office or industrial uses in order to maximize the economic impact of the redevelopment.



Figure DG 1.1

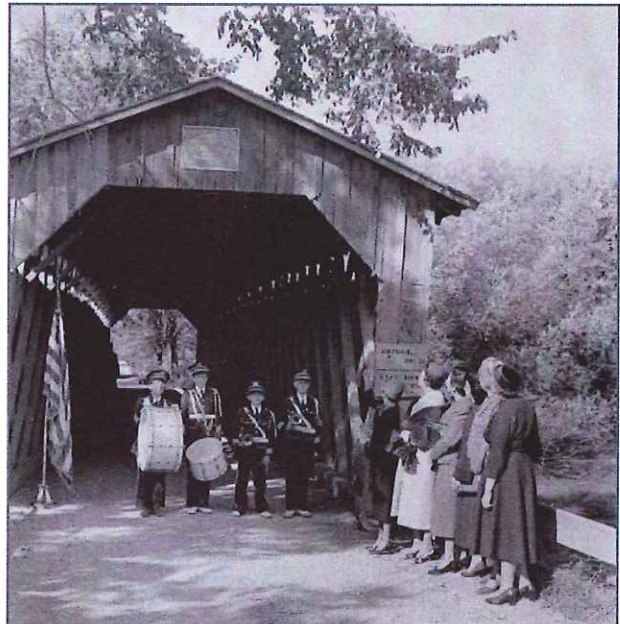


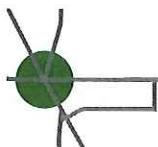
Figure DG 1.2



Figure DG 1.3

Town of Cedarburg

Five Corners Town Center



Main Street Pedestrian Sub-area Place Character

This sub-area will become the main street of the Town and should be the most active and interesting, and possess the greatest power to draw people to it. It should be easily accessible and usable by pedestrians and drivers alike, creating a place where the Town comes together. The Main Street Pedestrian Sub-area is indicated in figure DG 3.0 on page DG-17.

The Town of Cedarburg is a historically rural community (fig. DG 1.2) which now seeks to create an urban node of new development to compliment the existing rural character. The Five Corners intersection, the historic commercial core of the Town, is the focal point of the redevelopment plan. Buildings and site plans should strive to enhance the current character of the Five Corners area.

Surrounding parcels should embrace and enhance a "Main Street" feel by becoming the most active and intense areas. The majority of commercial activity should be located in this area, including office and retail uses, and the district should strive to be the "market" serving the Town. Developing restaurants, cafes, and other entertainment uses helps maintain activity in the area by attracting people at different times of the day.

Buildings should contribute to this character by being located closer to the street, with less distance between adjacent structures. Highly articulated buildings of two to three stories are appropriate for this location. Parking should be a combination of on-street and off-street and users should expect to walk between adjacent destinations.



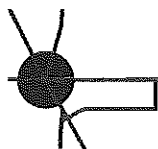
Figure DG 1.4



Figure DG 1.5



Figure DG 1.6



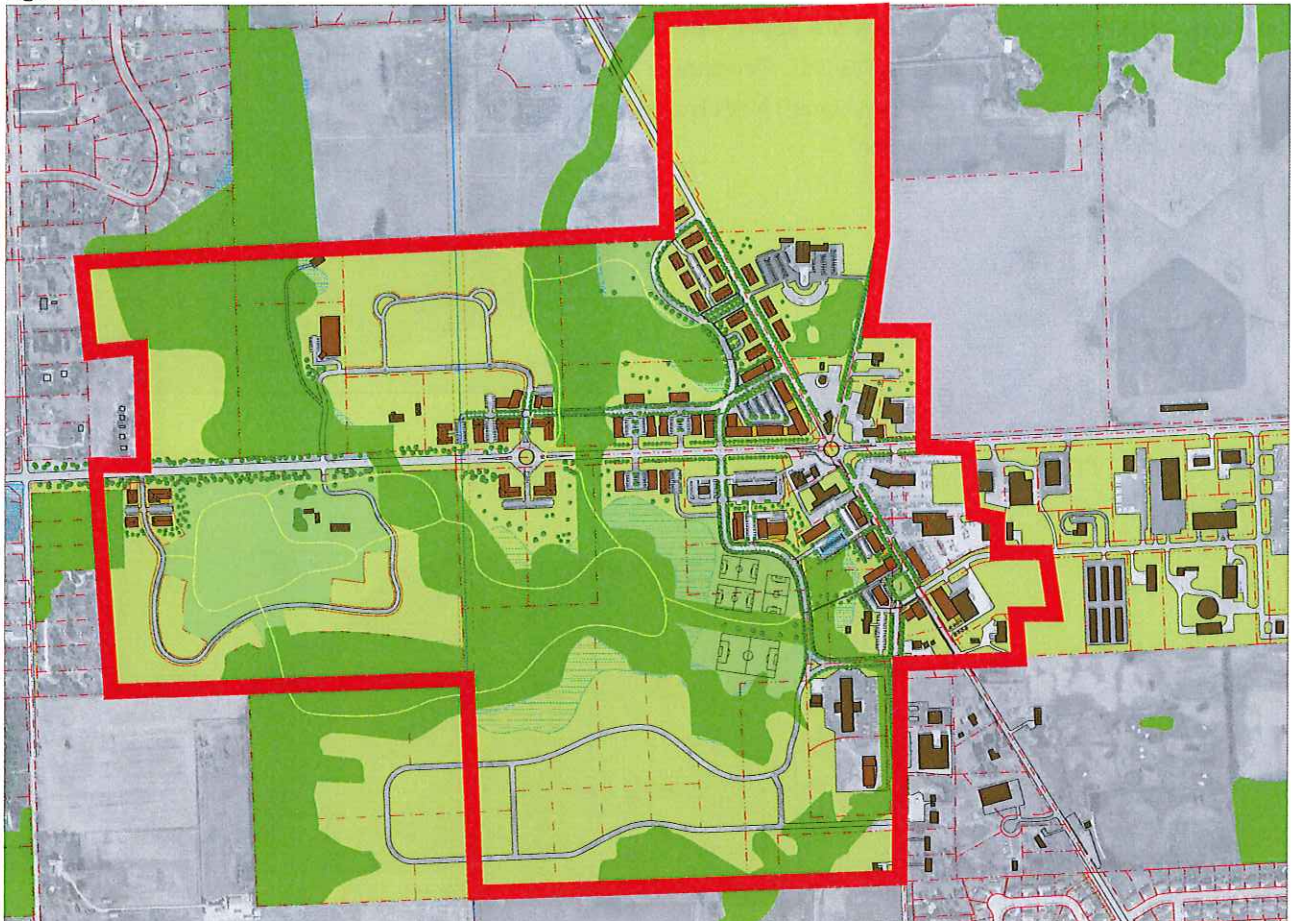
DG-6

Town of Cedarburg
Five Corners Town Center

Five Corners Town Center Guidelines

The following guidelines are intended to aid developers, property owners and designers to create site plans and buildings that respond to the desired character traits of the Five Corners Town Center District.

Figure DG 1.2



Land Use

The Five Corners Town Center District is intended to be a mix of primarily multifamily residential and commercial. Commercial uses are projected on the more visible land adjacent to the main highways. Within this district, there are opportunities for additional land uses so long as they are complimentary to other uses present in the district.

Encouraged uses within the Five Corners Town Center District primarily include commercial (retail and offices), multifamily residential, recreational and civic. Uses in this area should be of higher intensities than found elsewhere in the Town of Cedarburg, yet not too intense as to detract from adjacent rural and natural spaces found outside the redevelopment Area.

Commercial buildings (fig. DG 2.2, 2.3) should be occupied by retail, office or other non-offensive uses. Buildings may house a single or multiple tenants; mixed-use buildings including office and retail are encouraged. Commercial buildings along the major corridors are encouraged to have a retail component on the ground floor.

Multifamily uses, either located above retail or in stand-alone buildings are encouraged. Smaller apartment-style buildings, townhouses and row houses are appropriate styles of multifamily development (fig. DG 2.1). Two-family homes (duplexes, flats and "twin-dominiums") may also be appropriate depending upon location.



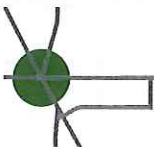
Figure DG 2.1



Figure DG 2.2



Figure DG 2.3



Five Corners Site Composition

A well composed site, with building(s), parking and outdoor features properly located, creates a place with visual appeal and draws people in. The placement of a building(s) on a site and its relationship to the surroundings is the most critical factor in creating a memorable place. Irregular or unorganized building placement results in environments that have little or no draw to them.

Development within the Five Corners Town Center District should respond to the goals outlined in the redevelopment plan and the existing character found in the Town of Cedarburg.

All buildings should be oriented toward the street, but may be set back to better correspond with the existing rural character. The building should remain the primary visible feature seen from the public right-of-way, however other elements may begin to take significant roles in the visual composition.

The visual impact of parking should be minimized from public view (fig. DG 2.4, 2.5). Parking should be placed in the rear or side of the parcel with limited parking in front

of the building. Site plans should avoid placing parking in front of the building; if parking in front is unavoidable, a maximum of one bay (60') is acceptable.

Required unsightly building elements, such as service entries, loading areas and refuse enclosures should be located at the rear of the parcel with sufficient screening to prevent views from public areas and adjacent spaces.

Additionally, emphasis should be placed on creating quality landscape features in the space surrounding the building. Landscape should be arranged to compliment building forms and create desirable outdoor spaces surrounding the building.



Figure DG 2.4

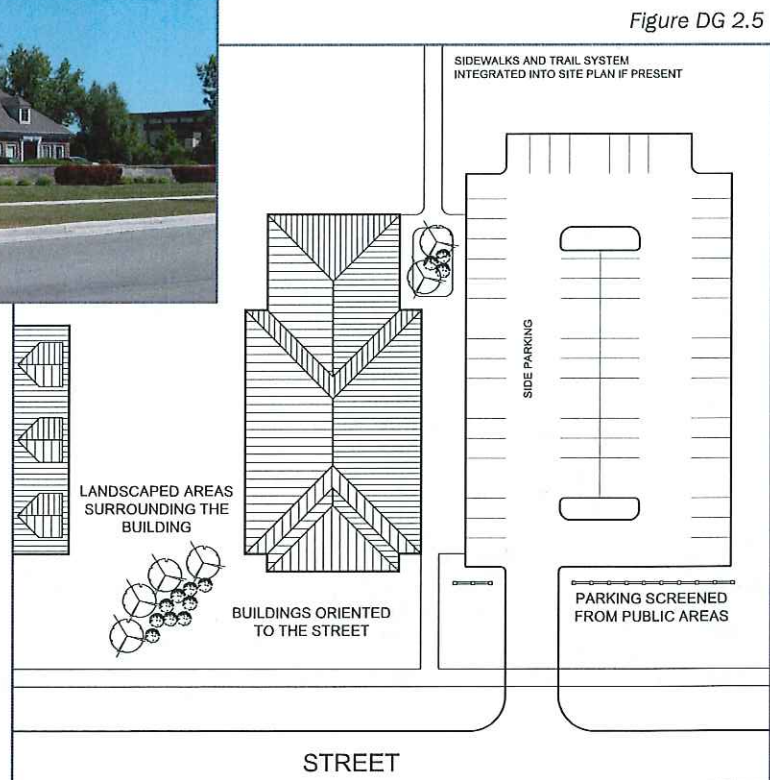


Figure DG 2.5

Building Scale

Buildings within the Town Center District should be visually recognizable as a more urban. However, they should not be so large as to dominate and detract from the rural and open landscape found outside this district.

Buildings in the Five Corners Town Center Districts should typically be of one to two stories. Buildings have no minimum height requirement, however, multistory buildings are preferred on parcels adjacent to major corridors. In order to maintain a more natural character, buildings over three stories are discouraged.

In addition to height, visible length significantly impacts the perceived scale of a building. Buildings requiring large floorplates should be designed in a manner that prevents the appearance of an endless flat facade. Changes in plane, height or materials are techniques that break down the scale of a building facade and prevent the building from looking too plain (fig. DG 2.6-2.8).

Additionally, details in the facade should be included to help bring the scale of the building down to the human scale.



Figure DG 2.6

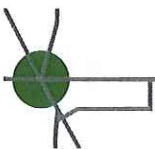


Figure DG 2.7

Development of appropriate scale for the Five Corners Town Center District.



Figure DG 2.8



Public Spaces

Public spaces encourage the establishment of community pride. Distinct outdoor features and amenities create value and desirability for the Town of Cedarburg. Spaces within this district should balance the more open and natural character generally found in the Town of Cedarburg with the more urban character of the Town Center.

Open spaces in this district should provide a visual and functional amenity for the user of these spaces. Outdoor spaces should be visible from public rights-of-way adding visual richness and activity to the public realm. Seating areas, planted lawns, landscaped areas and pavilions are encouraged (fig. DG 2.9, 2.11). Additionally, open spaces such as prairies and forested areas are also encouraged.

If stormwater detention ponds are included as an element in an open space design, they should be designed as naturally appearing features complimenting other adjacent plantings (fig. DG 2.10).

Open spaces should be designed to preserve existing site features, such as woodlands, wetlands and bodies of water. These spaces should also include the adaptive reuse of historic structures including traditional farmsteads, in order to maintain the cultural history of the Town of Cedarburg.

A trail or path system should be developed in conjunction with all open spaces in this area. Paths should connect with other spaces in the Five Corners creating the possibility of alternative means of transportation between destinations. Trails should take organic paths along their length; strong geometric paths should be avoided.



Figure DG 2.9



Figure DG 2.10



Figure DG 2.11

Public spaces and trail add value and desirability to an area, while increasing the activity present in those areas.

Parking

Parking lots designed as merely service areas have negative impacts on the visual quality and activity of an area. Parking areas should be designed to be a positive element of a development, being a place that has aesthetic value and the potential for other activities within it.

Effort should be taken to minimize the visual impact that parking areas impose on adjacent spaces found within the Town of Cedarburg (fig. DG 2.13).

Lot perimeters visible from public spaces should be screened with significant landscaping, including trees, shrubs and other plantings. Minimal berming may be appropriate in conjunction with other screening methods. Screening should be present on all sides of lots to obscure views from public areas and preserve natural views.

Within the lot, plantings and walkways should be incorporated to enhance the appearance of the area while adding functionality (fig. DG 2.12, 2.14). Pedestrian walkways provide a safe and attractive means of passage for pedestrians to and from their vehicles. Walkways should be buffered from driving lanes and parking stalls with landscaping and other features such as decorative paving and pedestrian-scaled lighting. Pedestrian crossings should be provided to access the walkways from other locations within the lot.

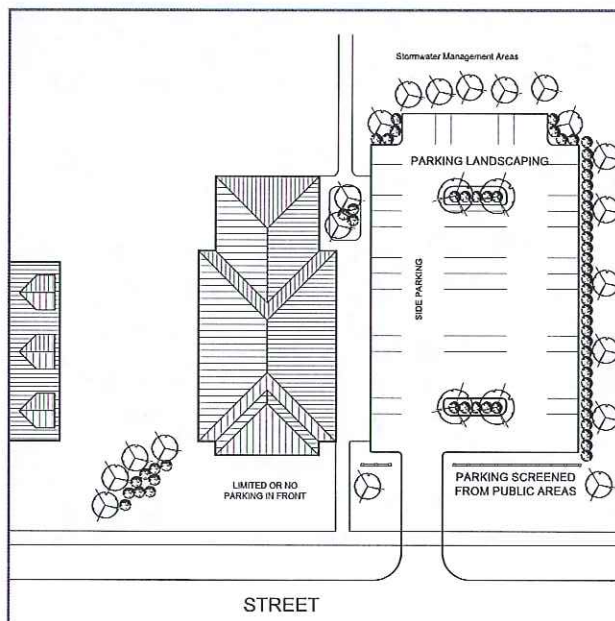


Figure DG 2.13: An example parking lot landscape plan with perimeter plantings and screening elements.

Parking areas should also be designed with stormwater retention devices incorporated into the plan. Bioswales and rain gardens can be integrated with other landscaping found within the lot. Porous paving should be investigated for each development to determine if it is a feasible alternative.

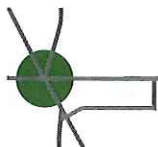
When possible, parking areas should be shared by adjacent users to eliminate unnecessary parking stalls and impervious surfaces. Users with different peak parking demand periods, such as office and restaurants, are especially encouraged to pursue this option.



Figure DG 2.12: Parking areas should have landscape and other features to break up the asphalt.



Figure DG 2.14



Buffers and Screening

Screening of certain required elements greatly enhances the overall appearance of a building or site. Additionally, buffers present between certain uses minimize unwanted visual or audible intrusions.



Figure DG 2.15: Berms should be heavily planted and have minimal slopes to appear as natural as possible.



Figure DG 2.16: Landscape is an effective, attractive way to screen parking lots and other non-attractive building elements.



Figure DG 2.17

Five Corners Town Center District Signage

While critical to business and wayfinding, signage should be a secondary visual feature to the building and place. Proper signage can compliment successful buildings and outdoor spaces whereas inappropriate signage can severely detract from an area.

Signage in the Five Corners Town Center District should respect the scenic open landscape character of the area while balancing the need for identification of a business or other use.

A building's primary signage within this district should be wall mounted (projecting or flat) or monument style (fig. DG 2.18, 2.23). Pole signage as well as billboard style wall-mounted or roof-mounted signs should be highly discouraged.

Secondary forms of signage, such as window, canopy or awning styles, are encouraged (fig. DG 2.24-2.26).

Signage should be designed to be consistent with the building facade or other site features. Similar materials, colors, and styles should be used to ensure the signage is consistent with the building design. Materials must be of high quality to prevent premature aging, fading, and weathering of the sign.

Signage should consist of individual letters and symbols affixed to a background, building wall surface or other armature. Preferred methods of signage illumination includes individually illuminated letters, backlit lettering or illumination from a nearby point source. Signage backgrounds should not be internally illuminated.

All signage must be consistent with the Town of Cedarburg signage ordinance.



Figure DG 2.18



Figure DG 2.19



Figure DG 2.20

Wall-mounted signage should be located above the storefront adjacent to the main entrance and consist of individual letters or symbols which may be individually illuminated, backlit or lit from a nearby point source.

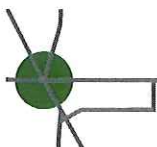




Figure DG 2.21



Figure DG 2.22



Figure DG 2.23

Monument signage should consist of individual letters or symbols and may be lit from within (if individual letters and symbols) or lit from a nearby point source. Landscape features at the sign's base are also encouraged.

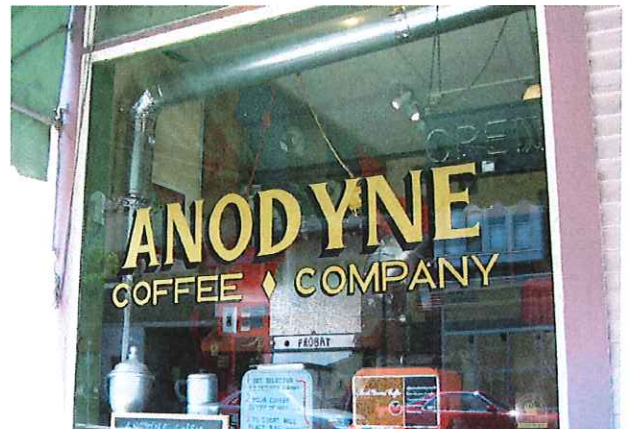


Figure DG 2.24

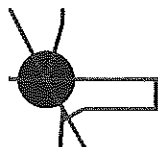


Figure DG 2.25



Figure DG 2.26

Secondary Signage, including window, awning and canopy signage is encouraged. Window signs should be painted on the window, not placed behind it. Window signs must not significantly reduce visibility between the exterior and the interior or decrease the level of natural light within the building. Canopy and awning signage may consist of letters or symbols applied to the top as well as the front of these elements. Canopies or awnings should not be lit from within, though point source lighting may be used to light the signage.



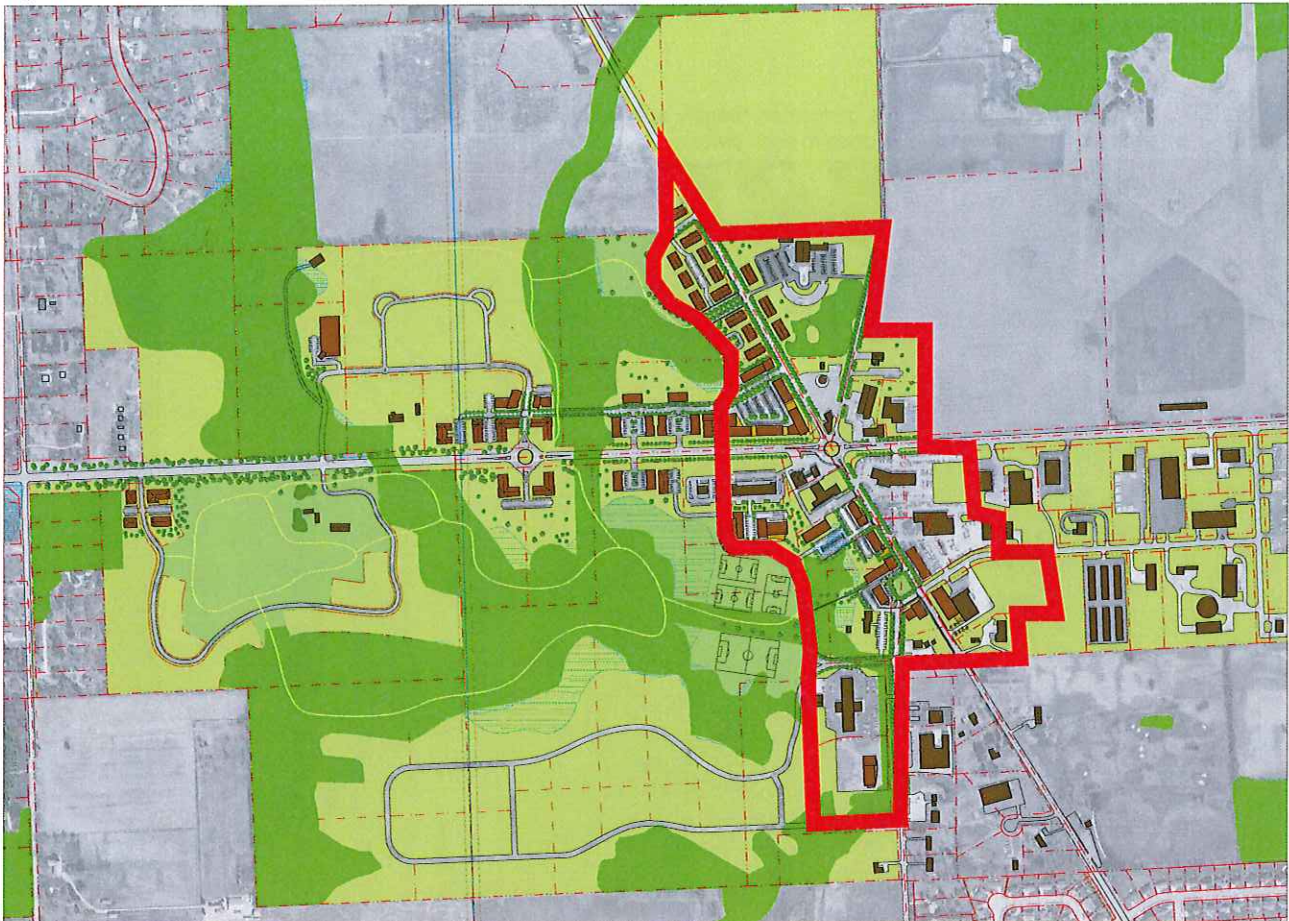
DG-16

Town of Cedarburg
Five Corners Town Center

Main Street Pedestrian Sub-area Guidelines

The following guidelines are intended to aid developers, property owners and designers to create site plans and buildings that respond to the desired character traits found within Main Street Pedestrian Sub-Area.

Figure DG 3.0



Land Use/Mixed-use Development

In order to create a "Main Street" feel for the area, the sub-area should contain as many mutually beneficial land uses as possible. In contrast, single use districts tend to maintain activity only during certain times of the day.

Land uses encouraged in Main Street Pedestrian Sub-area include retail, professional office, residential, entertainment and civic. Together, these uses achieve a critical mass that draws people to the area while providing needed services and amenities to the Town residents.

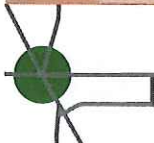
While many of these uses are similar to those found in other areas of the Five Corners Town Center District, intensities in this sub-area are higher and mixed-use buildings are highly encouraged.

Within this mixed-use area, buildings with multiple uses aid in the creation of additional activity for the area. In mixed-use buildings ground floor uses should be those that have the most interaction with the public such as retail spaces, lobbies and civic uses. Less active uses, including office or residential uses, should be located on upper floors (fig. DG 3.1).

Mixed-use areas may also be developed utilizing numerous single use buildings in near proximity, grouped around a public space. This shared amenity increases the desirability of the area and provides a focal point that can promote social gathering. A retail building, an apartment building and a series of townhouses could all be organized around a small green. In this case, the green provides a place for visitors and residents to gather while providing enough separation between uses for each to maintain their own identity and still relate to their surroundings.

Residential uses found in the Main Street Pedestrian Sub-area should be multifamily dwellings. Appropriate residential buildings should be in the form of townhouses, row houses, or apartment style multifamily buildings. Single family homes should be discouraged in this area.

Figure DG 3.1: Mixed-use development is pedestrian friendly and increases activity in an area by placing several uses close to each other.



Main Street Sub-Area Site Composition

A well composed site, with building(s), parking and outdoor features properly located, creates a place with visual appeal and draws people in. The placement of a building(s) on a site and its relationship to the surroundings is the most critical factor in creating a memorable place. Irregular or unorganized building placement results in places that have little or no draw to them.

Development located within the Main Street Pedestrian Sub-area should emulate the character found in many traditional main streets. Site plans should be arranged to maximize activity adjacent to the public realm and encourage pedestrians in the area.

Buildings should be located in close proximity to streets to enhance the ease of use and experience for pedestrians. A building should not be located at the rear of the parcel with only a parking lot at the street. Additionally, voids in the built environment created by buildings spaced too far apart or excessive variation of setbacks should be avoided. The building, the space enclosed by it and the activity generated by it should be the primary visual feature of the site (fig. DG 3.2, 3.3).

Required building elements such as service entries, loading areas and refuse enclosures should be located at the rear of the parcel with sufficient screening to prevent views from public areas.

Sidewalks and bike paths should be integrated into site plans to ensure the Town Center is accessible by pedestrians.

Parking for the Main Street Pedestrian Sub-area may be balanced between on-street angle or parallel stalls and off-street lots, minimizing the presence of vast parking areas. Parking lots should be located at the rear or side of the parcel, using the building or other screening devices to minimize views into the parking area. Parking lots on the side of the building should be limited to a single bay of parking (60') perpendicular to the street with walkways on each side for pedestrian access.

Outdoor spaces developed to compliment the building, such as seating areas, gardens or other features are encouraged and should be located at the front of the parcel.



Figure DG 3.2: Character image for Main Street Pedestrian Sub-area. and example site plan within the Main Street Pedestrian Sub-area.

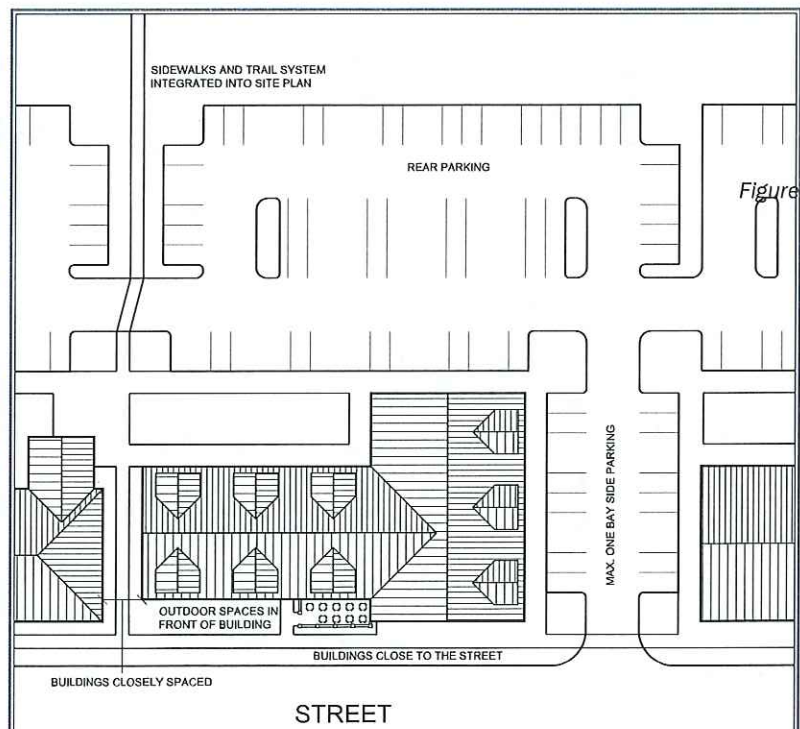


Figure DG 3.3: Example site plan

Building Scale

Buildings within the Main Street Pedestrian Sub-area must be of sufficient height to enclose or anchor public spaces. At the same time, the buildings must not be too tall as to dominate the landscape and detract from the rural character of Cedarburg.

Buildings in the Main Street Pedestrian Sub-area should generally be two to three stories (fig. DG 3.4, 3.5). Buildings should be a minimum height of 24' to top of the parapet or bottom of the eave and appear to be greater than one story. Interior spaces of at least 18' should accompany the minimum height to prevent the appearance of height being added by oversized parapet walls or false windows. Upper floors or mezzanines are encouraged but not required. An additional level of windows should be added above the ground level to replicated the appearance of an upper story. False windows built into parapet walls are strongly discouraged.

Buildings on sites adjacent to designated public spaces should be a minimum of two occupiable stories to increase the density and activity surrounding these spaces.

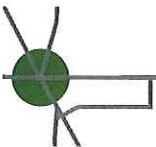
To preserve the existing character found in Cedarburg, buildings should not exceed three stories.



Figure DG 3.4: Building height in the Main Street Pedestrian Sub-area should be between two and three stories.



Figure DG 3.5



Public Spaces

Public spaces within the Main Street Pedestrian Sub-area should be pedestrian-oriented features that encourage people to congregated, to see and be seen. Commercial and mixed-use developments should create active spaces that people want to occupy.

Public spaces in the Main Street Sub-Area should be public squares, plazas or small privately owned seating areas or gardens.

Public squares should be developed in areas with high, or potentially high, levels of activity. Public spaces away from active uses are typically empty and devoid of life (fig. DG 3.7).

Public spaces should be smaller in scale in order to concentrate pedestrian activity into nodes. Larger public squares often have too little activity present to be successful. Public squares should not exceed 80'x120' unless accompanied by an activity generating feature.

These spaces should be surrounded by public right-of-way and have their edges defined with street trees; small landscape features and decorative fencing or garden walls along the perimeter are encouraged to further define the public spaces. A mix of seating types should be provided including but not limited to benches, chairs and low ledges and walls. Other furnishings, such as refuse containers and bike racks are also encouraged as they increase the ease of which the space is used.

Additionally, pedestrian level lighting should be incorporated into the public spaces and along streets in the Main Street Pedestrian Sub-area to enhance the definition of these spaces.

Outdoor spaces, such as cafes and restaurants with outdoor seating areas, should be visible from public rights-of-way, adding activity and visual richness to the pedestrian realm (fig. DG 3.6). Seating areas should be spatially defined by low level decorative fencing, garden walls or landscape features. Tables and chairs should be moveable to allow for user customization and seasonal removal. Landscaped areas, pavilions or other well-defined seating and gathering areas are also encouraged.

Figure DG 3.6: Cafes and restaurants with outdoor seating brings activity to public areas by increasing the number of people visible.



Figure DG 3.7: Public squares generate value and desirability while increasing the activity of in an area.

Parking

Parking lots designed as merely service areas have negative impacts on the visual quality and activity of an area. Parking areas should be designed to be a positive element of a development, being a place that has aesthetic value and the potential for other activities within it.

In the Main Street Pedestrian Sub-area, parking needs should be accommodated with a mix of off-street lots and on-street stalls whenever possible. On-street parking stalls provide short term parking capacity without negative visual impact on surrounding spaces.

When possible, parking areas should be shared by adjacent users and mixed-use developments to eliminate unnecessary parking stalls and impervious surfaces. In particular, uses that generate their peak traffic at different times of the day are prime candidates for shared parking.

The majority of parking in lots should be located at the rear of the parcels, behind the building (fig. DG 3.8). Parking on the side of the building is permitted but limited to one bay (one drive lane and one row of parking on each side) perpendicular to the street (fig. DG 3.10). Parking areas in front of the building are strongly discouraged.

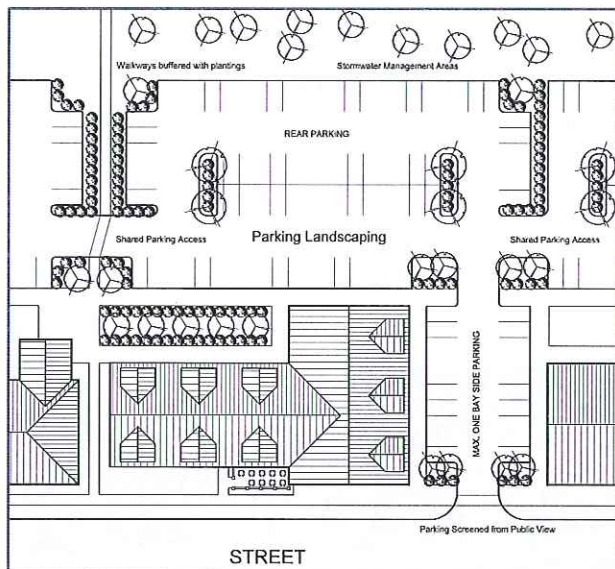


Figure DG 3.8: Parking should be located on the side or behind buildings in the Main Street Sub-Area. A maximum of one bay perpendicular to the street is permitted in this area.

Within the lot, plantings and walkways should be incorporated to enhance the appearance of the area while adding functionality. Pedestrian walkways provide a safe and attractive means of passage for pedestrians to and from their vehicles (fig. DG 3.9). Walkways should be buffered from driving lanes and parking stalls with landscaping and other features such as decorative paving and pedestrian-scaled lighting. Pedestrian crossings should be provided to access the walkways from other locations within the lot.

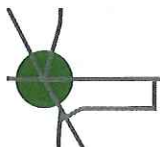
Parking areas should also be designed with stormwater retention devices incorporated into the plan. Bioswales and rain gardens can be integrated with other landscaping found within and surrounding the lot. Porous paving should be investigated for each development to determine if it is a feasible alternative.



Figure DG 3.9



Figure DG 3.10



Buffers and Screening

Screening of parking lots and other required elements greatly enhances the overall appearance of a building or site. Additionally, buffers present between certain uses minimize unwanted visual or audible intrusions.

Parking Areas

Effort should be taken to minimize the visual impact that parking areas impose on streets and adjacent spaces found within the Main Street Pedestrian Sub-area. Parking lot perimeters should be screened on all sides to significantly obstruct views into the parking area.

On edges fronting a public spaces, such as a square or street, it is preferred to screen lots using a garden wall or ornamental fencing with additional landscaping features such as trees or shrubs at its base (fig. DG 3.11, 3.12). The fence or wall is intended to provide visual continuation of the building front near the street edge.

Perimeters not adjacent to public spaces should be screened primarily with landscape features, such as trees or shrubs, but fences or garden walls are also acceptable.

Other Screening

In addition to parking areas, service areas, loading areas, trash receptacles and ground floor mechanical components are to be screened from public view. Densely planted trees, shrubs, and decorative opaque fencing/garden walls or a combination of elements should be used to screen these areas and should be at least 6 feet high (fig. DG 3.13).

If adjacent incompatible uses, such as residential and industrial, are located in the Main Street Pedestrian Sub-area, buffering techniques should be utilized to minimize undesirable impact for adjacent users. Buffers should be located on the parcel housing the more intense use, and typically consist of multiple rows of densely planted trees and shrubs. Trees should be a mix of deciduous and coniferous to maintain adequate screening during winter months.



Figure DG 3.11: Preferred methods of screening in the Main Street Sub-Area is a garden wall with landscape features planted at its base.



Figure DG 3.12

Figure DG 3.13: Mechanicals and other required buildings elements should be screened completely from public view.



Signage

While critical to business and wayfinding, signage should be a secondary visual feature to the building and place. Proper signage can compliment successful buildings and outdoor spaces whereas inappropriate signage can severely detract from an area.

Signage in the Main Street Pedestrian Sub-area should respond the desired character, pedestrian activity and scale of the area while balancing the need for identification of a business or other use.

Given the area's emphasis on pedestrian activity and the creation of a main street atmosphere, signage should be carefully evaluated to ensure it corresponds with these goals. A building's primary signage within the Main Street Pedestrian Sub-area should be wall-mounted, either projecting or flat (fig. DG 3.16-3.19). Monument signage is acceptable but is not the most appropriate in this area. If monument style signage is required, it should be integrated into an additional site feature, such as a garden wall for an outdoor seating area or parking screening and should not exceed 4' in height (fig. DG 3.15). Pole signage as well as billboard style wall-mounted or roof-mounted signs should be highly discouraged.

Secondary forms of signage, such as window, canopy or awning styles, are encouraged (fig. DG 3.20, 3.21).

Additionally, a unique Five Corners signage aimed at pedestrian traffic should be developed for wayfinding and highlighting the area's unique identity (fig. DG 3.14).



District Signage should promote the Five Corners area and assist in wayfinding. It should typically be monument but wall-mounted types are also acceptable.

Figure DG 3.14

Signage should be designed to be consistent with the building facade or other site features. Similar materials, colors, and styles should be used to ensure the signage is consistent with the building design. Materials must be of high quality to prevent premature aging, fading, and weathering of the sign.

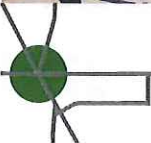
Signage should consist of individual letters and symbols affixed to a background, building wall surface or other armature. Preferred methods of signage illumination include individually illuminated letters, backlit lettering or illumination from a nearby point source. Signage backgrounds should not be internally illuminated.

All signage must be consistent with the Town of Cedarburg signage ordinance.



Figure DG 3.15

Monument signage in the Main Street Pedestrian Sub-area should be integrated into an additional site feature, such as a garden wall or a screening device. Landscape features at the sign's base is also encouraged.



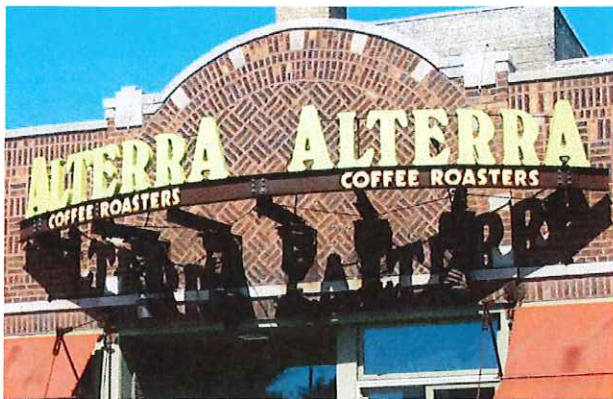


Figure DG 3.16



Figure DG 3.17



Figure DG 3.18



Figure DG 3.19

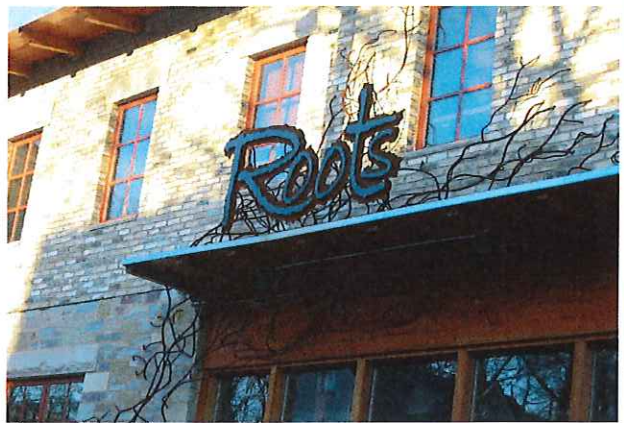


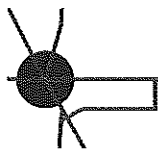
Figure DG 3.20



Figure DG 3.21

Secondary Signage, including window, awning and canopy signage is encouraged. Window signs should be painted on the window, not placed behind it. Window signs must not significantly reduce visibility between the exterior and the interior or decrease the level of natural light within the building. Canopy and awning signage may consist of letters or symbols applied to the top as well as the front of these elements. Canopies or awnings should not be lit from within, though point source lighting may be used to light the signage.

Wall-mounted signage should be located above the storefront adjacent to the main entrance and consist of individual letters or symbols which may be individually illuminated, backlit or lit from a nearby point source.



DG-26

Town of Cedarburg
Five Corners Town Center

General Site Guidelines:

Five Corners Town Center District & Main Street Pedestrian Sub-area

The following guidelines apply to all areas within the redevelopment boundary. They are intended to aid developers, property owners and designers to create site plans that correctly located the building, parking, access points, and other features.

Site Access

Multiple methods of accessing a destination should be available to ensure the Five Corners area can be reached by pedestrians of bicyclists, as well as motorists. Well-organized vehicular and pedestrian access into and between sites provides clear and safe circulation.

Vehicular access along State Highways should follow the standards set forth by Wisconsin Department of Transportation. Internal circulation systems should be created to access sites with multiple buildings on state highways, while creating alternative routes through the site.

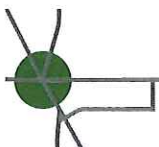
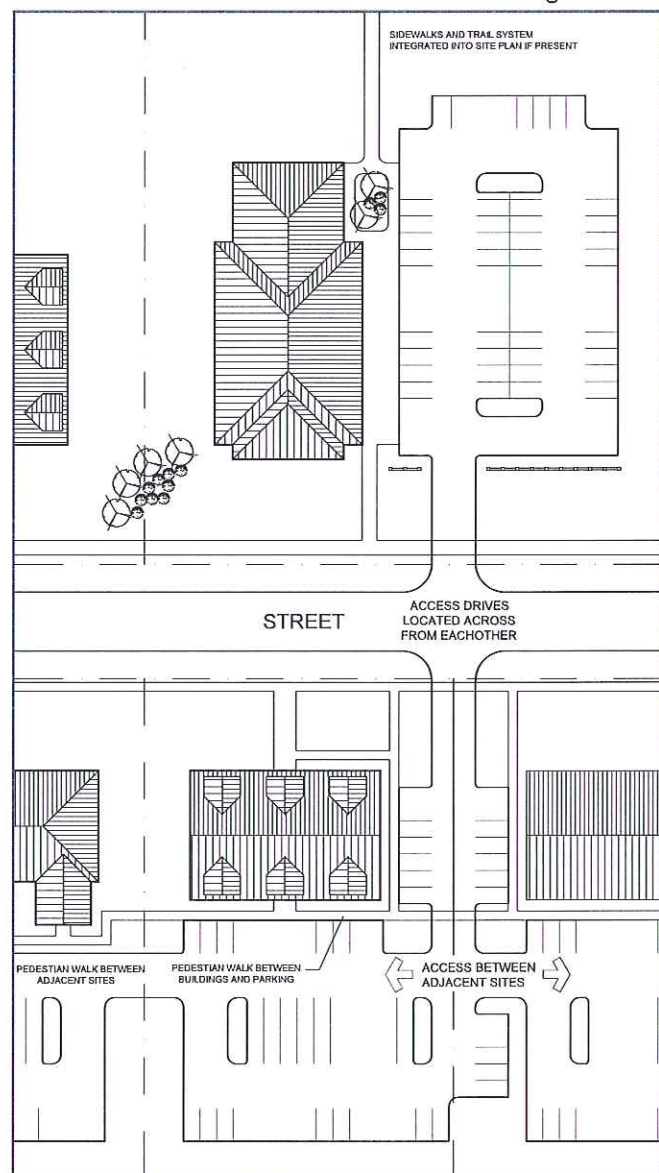
Access from local roads should be shared between sites whenever possible. New access drives should also be located directly across the street from existing drives (fig. DG 4.1).

Vehicular access between adjacent sites should occur when possible, eliminating the need to return to the public street when visiting multiple adjacent sites. Shared access agreements should be created to ensure continued use and proper management.

Additionally, sites within the Town Center district should incorporate municipal sidewalks into their plans. Walks should be a minimum of 5 feet in width and be located along the public edges of parcels, between parking areas and buildings, as connections between adjacent sites, and within large parking areas.

Site plans should integrate the Town of Cedarburg's bicycle paths when they are present. On these parcels, bicycle travel should be accommodated through the installation of permanent bicycle racks.

Figure DG 4.1



Landscape Design

Landscaping can enhance the natural environment, define outdoor spaces and, when used as a buffer, can successfully minimize the visual impact between incompatible uses. Landscaping of new development is essential to preserving the character currently found in the Town of Cedarburg.

Landscaping should be viewed as a fundamental component of site design. Landscaping around the site should be organized to accent architectural features, define or reinforce other outdoor spaces and create or enhance natural settings.

Landscape design should highlight existing natural features present on each site. Old growth trees, woodlands, wetlands, water features and other similar elements are to be prominent landscape features that should be incorporated into landscape and site plans to the highest degree possible. Existing environmental corridors delineated by SEWRPC or other civic entities should be preserved.

Landscaped outdoor spaces for building users should be created and placed within public view (fig. DG 4.2, 4.3). These spaces generate activity outside the building creating a more vibrant district. Features such as seating areas, gazebos, or pavilions are encouraged.



Figure DG 4.2



Figure DG 4.3

Stormwater Management Design

Stormwater management features should properly handle storm water run-off, but also be designed in a way to serve as focal points and aesthetic features.

When publicly visible, stormwater management ponds and basins should be designed as naturally appearing features surrounded by appropriate vegetation (fig. DG 4.5-4.9). Rigid geometric shapes should be avoided.

Stormwater ponds are encouraged to be located as prominent landscape features when possible, serving as development gateways and visible natural areas with adjacent gathering spaces.

All stormwater management areas should have a maintenance plan to ensure proper water handling as well as a pleasant visual appearance.



Figure DG 4.5: Rain gardens retain and filter stormwater from parking lots and buildings while existing as attractive landscaping or screening elements



Figure DG 4.6

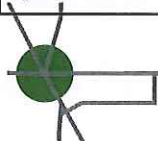


Figure DG 4.7: A stormwater pond extended to the building creating a natural area surrounded by a patio with gathering opportunities.



Figure DG 4.8: A well-landscaped edge of a stormwater pond transforms the area into an asset and a focal point

Figure DG 4.9



Environmental Preserve Areas

Public spaces encourage the establishment of community pride. Distinct features and amenities create value in the Environmental Preserve district. Spaces should be appropriate to the more open and rural setting generally found in the Town of Cedarburg and within this district.

Public spaces in the Environmental Preserve should be developed into common open spaces that enhance the character of the redevelopment area. Spaces should generally be larger open or natural areas. Formal spaces such as squares or plazas are acceptable but should generally not be located in this district.

Open Spaces in this district should primarily be a visual and character-maintaining feature that balances appropriate active and passive recreational opportunities. Open space types such as prairies, gardens, forested areas, orchards and neighborhood parks are encouraged in this area (fig. DG 4.10-4.12). Large expanses of manicured lawn, including play fields are also acceptable. If stormwater detention ponds are included in the open space, they should be designed as naturally appearing features.

Open spaces should strive to preserve existing site features such as woodlands, wetlands, bodies of water and traditional farmsteads, maintaining the natural character desired in the Town of Cedarburg.

A trail or path system should be developed in conjunction with all open spaces in this area. Paths should connect with other spaces in the Five Corners creating the possibility of alternative means of transportation between destinations. Trails should take organic paths along their length; strong geometric paths should be avoided.

Additionally, residential areas adjacent to the Environmental Preserve areas should allow residents to easily access these spaces. Stretches of public rights-of-way adjacent to these spaces ensures this amenity is highly visible and accessible. If a right-of-way is not located adjacent to Environmental Preserves, periodic access points located between lots should be developed.



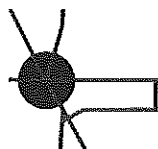
Figure DG 4.10



Figure DG 4.11



Figure DG 4.12



DG-32

Town of Cedarburg
Five Corners Town Center

Architecture

Five Corners Town Center District & Main Street Pedestrian Sub-area

The following guidelines apply to all areas within the re-development boundary and outline specific building elements and design strategies that aid in the creation of successful and quality development.

Building Composition and Massing

Implementation of basic architectural design principles ensures buildings compliment each other and create cohesive street faces, while promoting individual building expression and style. Visually interesting facades appeal to the general public while enhancing spaces adjacent to buildings.

Base-Middle-Top

Buildings should be comprised of a visually distinct base, middle and top (fig. DG 5.1). Adopting a base-middle-top strategy provides a flexible method of relating the building to the pedestrian (base), to the surrounding architecture (middle), and the opportunity for unique identity where the building meets the sky (top). Expression of these zones should be handled through changes in plane, changes in material, horizontal bands, cornices, and/or varied window openings.



Figure DG 5.1: A base-middle-top approach to design allows for visual continuity and individual expression between buildings.

Vertical Orientation

Buildings should express verticality and should avoid horizontal geometry. Repetitive vertical elements, such as structural bays, window opening or arcades, help add depth and interest to facades (fig. DG 5.2). Excessive use of horizontal elements, such as ribbon windows, creates lifeless facades with little interest. Vertical orientation does not mean tall buildings, but elements within the facade should be vertical in nature.



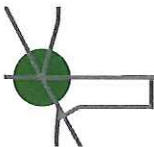
Figure DG 5.2: Vertical orientation of facade elements makes buildings more interesting.

Distinct Masses

Buildings should not be designed as simple boxes, but rather a series of complimentary and identifiable masses and forms (fig. DG 5.3). This geometry gives building scale and visual richness. This can be accomplished through recessions and projections, creating distinct building components, and varying heights and roof forms according to individual building components.



Figure DG 5.3: Distinct masses in a building's form provide scale and create interesting architecture.



Proportion

Building massing and components should demonstrate consistent proportional harmonies; the use of proportion is intended to provide a sense of visual harmony among elements of a building (fig. DG 5.4). Proportion in architecture is the consistent numeric ratio of two opposing dimensions such as height:width throughout various building components. Elevations often include multiple proportioning systems (i.e. some components relate to one height:width ratio, while other components relate to another ratio). Buildings with vertically proportioned components (height greater than width) are encouraged to avoid squat-appearing buildings.



Figure DG 5.4 Visual harmony through the use of proportion among building elements (above). No proportioning system often results in buildings with little visual harmony or architectural rhythm.

Facade Layering and Depth

Primary building facades should be articulated in a way that give the appearance of multiple layers within the facade. This technique adds depth to the building and prevents the appearance of flat primary facades. Suggested techniques include: setting windows back from the exterior wall plane, adding decorative elements such as cornices, lintels, sills, awnings and canopies, expressing structural columns through change of plane, creating arcade walkways, and extending roof eaves (fig. DG 5.5).



Figure DG 5.5: Layering of facades adds depth and visual interest to architecture.

Primary Building Entry

Entries that are clearly identifiable, easily accessible, and visible from public areas are inviting and provide visual interest at the street level.

The major public entry should be a prominent visual feature of a building (fig. DG 5.6, 5.7). Users should be able to discern the entry of a building from a distance to ease the progression to the building. This entry should be oriented toward a public space such as the parking area or street right-of-way (fig. DG 5.8).

The entry should be easily distinguishable from the rest of the building and given prominence through recess/projection, weather protection, change in material or height, added detail or other methods.

If multiple retail tenants occupy the ground floor of a building, each should have their own separate and distinct entry. If the ground floor is occupied by office uses a shared entrance is appropriate. Upper floors of office or residential may be serviced by a single ground floor entry. Residential units on the ground floor of both row house and apartment style units, should have individual entries as well.

Service entries and garage doors should be located away from public view to the greatest degree possible.

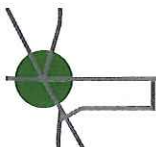


Figure DG 5.6: Building entries should be prominent visual features and easily distinguishable from the rest of the building.



Figure DG 5.7

Figure DG 5.8



Windows and Glazing

Buildings without sufficient glazing often deaden otherwise successful areas. Buildings with higher levels of glazing help create pedestrian friendly areas by allowing a visual dialogue between the interior and exterior. The activity inside spills into areas outside the buildings, providing interest and activity, and at night a secondary source of lighting.

Glazing levels of a building should be responsive to the anticipated activity found in the immediate area of a building. High activity areas found within the Five Corners Town Center District should exhibit high level of glazing to reinforce the pedestrian atmosphere.

Buildings within the Main Street Pedestrian Sub-area should utilize a “storefront” or similar configuration that maximizes transparency (fig. DG 5.9, 5.10). Primary facades within the area should utilize clear glass for 75% of the facade between the heights of 3 and 8 feet.

Buildings outside the Main Street Pedestrian Sub-area may respond to the less intensive character by lowering the amount of required glazing to 50% on primary facades (fig. DG 5.11).

Windows should be located to maximize facade transparency along publicly accessible/visible areas. Additionally, building layouts should be designed to locate active spaces such as shopping areas, product displays and office spaces toward the windows to further enhance the visual connection and activity outside of the building.

Examples of appropriate quantity and location of glazing for a variety of building types.



Figure DG 5.9



Figure DG 5.10



Figure DG 5.11

Awnings, Canopies and Solar Shades

While intended to provide protection from inclement weather and shade from excessive sunlight, awnings, canopies and solar shades create depth in the facade, add color and soften the building edge in pedestrian zones.

Awnings, canopies and solar shades are encouraged on commercial development in the Town of Cedarburg. Awnings and canopies should be located above the ground floor and should correspond with window and door placement. These features may be placed only over fenestration or may extend for all or part of the primary facades to emphasize areas or give prominence to openings. Awnings and canopies should be sufficiently deep to provide shelter in inclement weather; awnings and canopies extending less than three feet should be avoided.

Awnings should be composed of planar surfaces in simple geometric shapes (fig. DG 5.12, 5.13). Curved awnings should generally be avoided. Awnings should be constructed out of durable, weather resistant materials and should not be constructed of vinyl. Internal lighting of awnings should be avoided.

Protruding solar shades are acceptable on all levels of a building (fig. DG 5.14) and may be used to emphasize certain portions of the building, such as the top floor. Solar shades should be used in correct orientations to the sun, and should generally not be used on northern facades.



Figure DG 5.12



Figure DG 5.13



Figure DG 5.14



Figure DG 5.15

Town of Cedarburg

Five Corners Town Center

Materials

Exterior materials used in construction greatly influence the way a building is perceived. Proper material selection creates buildings and spaces that people want to interact with, experience, and remember.

Facades visible from public areas of the Five Corners Re-development area should be clad exclusively with finish grade materials. Buildings designed to be viewed from four sides should have finish grade materials on all sides. Buildings with facades completely hidden from public view may use utility grade materials, such as concrete block, only on those facades. All materials should be durable and weather resistant.

Recommended primary finish materials include brick, stone, finished wood siding, stucco and glass (fig. DG 5.16-5.19). Other materials such as precast concrete, decorative concrete block or decorative facade panels may be appropriate if properly detailed and integrated with the architecture.

Accent materials are encouraged to add visual interest and emphasize certain aspects of the building. Recommended accent materials included terra cotta, finish metals, decorative stone such as marble or granite and glass block.

Certain metals may be used as accents, but not as the primary material for any facade. Corrugated metal as a primary material should be strongly discouraged.



Figure DG 5.16



Figure DG 5.17

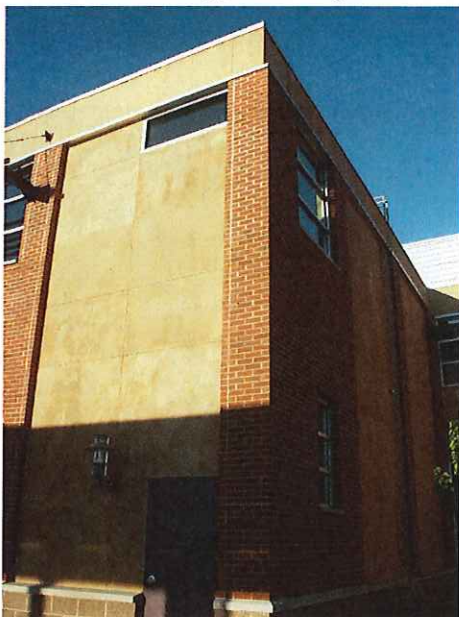


Figure DG 5.18



Figure DG 5.19

Illumination

Appropriate illumination of a building and adjacent spaces can emphasize building elements and spaces, while creating a sense of security and intimacy.

Several types of lighting are encouraged to maintain activity in spaces into the night. Storefronts should be illuminated allowing light to spill onto adjacent walkways and spaces. Wall mounted and ground light fixtures should be used to highlight architectural elements and enliven facades (fig. DG 5.20-5.22). These can also illuminate public areas adjacent to the building. Public and private outdoor spaces should be illuminated using pedestrian level lighting at comfortable illumination levels. Utilizing pole-mounted fixtures and lit bollards to illuminate walkways is also an effective approach to defining the pedestrian zone and surrounding areas.

Lighting fixtures should conceal the light source and provide diffused or soft reflected light. Fixtures should generally be directed downward to avoid light pollution; lights may be directed up may to illuminate architectural features or monument or wall-mounted signage. All lighting fixtures, however, should be selected to avoid negative impacts on neighboring properties. Parking lot and high mast mounted street lighting should utilize fixtures that reduce glare and intrusion into adjacent areas.



Figure DG 5.20



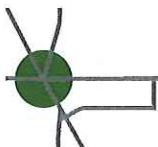
Figure DG 5.21

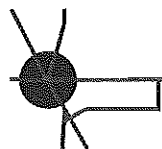


Figure DG 5.22

Town of Cedarburg

Five Corners Town Center

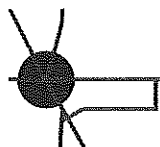




Report Appendix

Design Preference Survey

The Design Preference Survey was held August 30, 2005 in conjunction with the first steering committee meeting. The participants rated a total of 74 images in seven categories and discussed why they scored the images as they did. The design preference results are a general indicator of respondents' preference of various architectural styles, site layouts, streets types, and public spaces. The results were tabulated immediately following the meeting and were used as an indicator of desired development types for the Cedarburg's Town Center. The images on the following pages are the highest and lowest ranked for each category.



Single Family Residential

Highest Rated Images



Lowest Rated Images



Ten images of single family houses were shown to the respondents. The general preference was for homes that were not too close nor excessively far apart. Conservation subdivision design was preferred and respondents understood clustering homes in one location provides significant amount of open space in adjacent areas. Properties lacking detail in the building and landscaping were also rated poorly.

Multi-family Residential

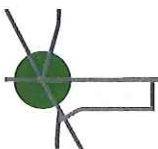
Highest Rated Images



Lowest Rated Images



Ten images of multifamily buildings were shown to the respondents. Buildings ranked highly were traditionally styled with individual ground floor entries for each unit. Well landscaped front yards were also ranked highly. Excessively long or massive buildings, or those visually dominated by parking were ranked lower.



Commercial

Highest Rated Images



Lowest Rated Images



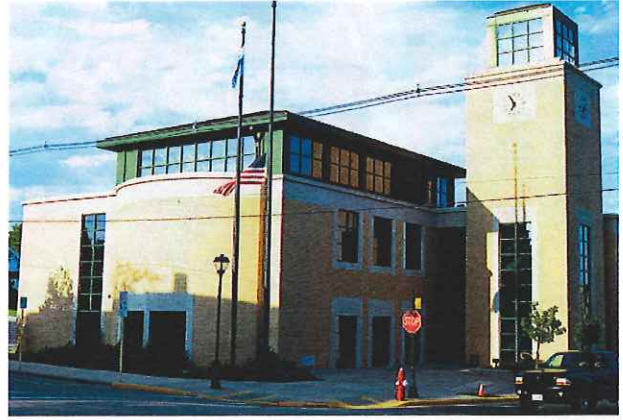
Commercial images represented the largest section with fourteen images. Human scale, walkability, and pedestrian features were all characteristics in images ranked highly. High quality landscapes that minimized the visual impact of parking were also preferred. Typical strip retail, with large parking areas in front of the buildings scored very low in comparison to other images. The quality of exterior finish materials also impacted the ranking.

Office and Industrial

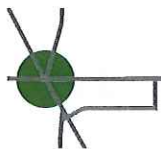
Highest Rated Images



Lowest Rated Images



Ten office and industrial images of various styles were shown to respondents. Traditional office forms were ranked highly while more contemporary building styles were generally not preferred.



Parking

Highest Rated Images



Lowest Rated Images



Six images of various types of parking were shown to the respondents. On-street angle parking was generally preferred to off-street lots, since the visual presence of vast parking fields was not present. Preferred lots included significant landscaping, lighting and other pedestrian oriented features, such as decorative pavers and benches.

Open Space

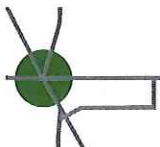
Highest Rated Images



Lowest Rated Images



Of the twelve open space images that were shown, traditional notions of open space (natural settings of grass and trees, etc.) were generally ranked higher than more urban squares. The discussion following the design preference survey indicated that while more urban examples of open space were not ranked as highly as other types, they were still desired in commercial districts.



Road Design

Highest Rated Images



Lowest Rated Images



Roads that balanced the automobile, pedestrian needs and aesthetic quality were ranked highest. Landscaped medians or boulevards were preferred but examples without these features were also highly ranked.

Summary of Stakeholder Interviews

- Recognize that growth will occur but try to maintain the unique "rural" character of the town as much as possible.
- Promoting pedestrian "walkability" in the Five Corners business district should be encouraged.
- Address traffic concerns at the Five Corners intersection.
- There is a need for affordable housing in area.
- Town service building should be relocated to allow site to develop for commercial purposes
- Pedestrian and recreational trails should be located in environmental corridors to link neighborhoods together
- "Triangle" intersection of Washington/Wauwatosa a problem
- Business district will be helped by attracting more types of businesses: encourage activity!
- Form of new commercial development should not be in the form of typical strip malls or big box stores: don't want to look like Blue Mound Rd.
- Very large residential lots are a waste of land
- Prefer condos over rental property
- Covered Bridge Road should maintain "park-like" character
- Consider attracting businesses that complete Cedarburg attractions: Bed and Breakfast, antiques, crafts, unique handmade items

