

DOWNTOWN DESIGN GUIDE



PREPARED BY:
CITY OF MUSKEGO PLANNING DEPARTMENT,
COMMUNITY DEVELOPMENT AUTHORITY,
& THE CITY OF MUSKEGO PLAN COMMISSION
AMENDED ON JANUARY 16, 2007

ACKNOWLEDGEMENTS

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Alderman Chris Buckmaster, District 2
Alderman Neil Borgman, District 3
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**CITY OF MUSKEGO
DOWNTOWN DESIGN GUIDE**

RESOLUTION #P.C. 007-2007

APPROVAL OF AMENDMENTS TO ALL CITY OF MUSKEGO DESIGN GUIDES TO BRING THEM INTO COMPLIANCE WITH THE CHAPTER 17 ZONING CODE REVISIONS AND CURRENT CITY POLICIES

WHEREAS, The City of Muskego maintains seven (7) Design Guides in order to serve as a reference in guiding and reviewing future development for citizens, developers, and commissioners, and

WHEREAS, There is a General Design Guide that applies to the entire City along with six (6) other area specific Design Guides that are unique to the character of each said area, and

WHEREAS, The six (6) area specific Design Guides are as follows: Business Park, Downtown, Durham Hill, Historic Crossroads, Moorland Corridor South, and Racine Avenue Gateway, and

WHEREAS, Said guides sets the minimum design standard for building, site, and operation plans that are to be submitted to the City for more complete and accurate Planning Staff and Plan Commission review, and

WHEREAS, Said guides are prepared under the authority of Section 62.23 of the Wisconsin State Statutes and Chapter 17 of the City of Muskego Zoning Ordinance being deemed necessary to promote the public health, safety, morals and welfare of the City of Muskego, and

WHEREAS, The guides require various updates due to policy changes and/or references to the new zoning code as per PC Resolution #004-2007.

THEREFORE BE IT RESOLVED, That the Plan Commission recommends approval of the proposed amendments to the seven (7) City of Muskego Design Guides.

Plan Commission
City of Muskego

Adopted: January 16, 2007

Defeated:

Deferred:

Introduced: January 16, 2007

ATTEST: Kellie Renk, Recording Secretary

**CITY OF MUSKEGO
DOWNTOWN DESIGN GUIDE**

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DOWNTOWN DESIGN GUIDE

CITY OF MUSKEGO

SECTION 1 PREAMBLE

1.01 AUTHORITY

The Downtown Design Guide (Guide) is prepared by the Planning Department for adoption by the Plan Commission of the City of Muskego, and for transmittal to the Common Council of the City of Muskego, pursuant to Section 62.23 of the Wisconsin Statutes and Chapter 17 of the City of Muskego Zoning Ordinance, and The City of Muskego Comprehensive Land Use Plan, deeming it necessary to promote the public health, safety, morals and welfare.

1.02 PURPOSE

The general purpose of this Guide is to aid the Planning Staff and Plan Commission in the planning, design and re-design of the built environment of the Downtown area so as to enhance and unify its visual character while avoiding monotony and repetition. These standards will also assist in fostering sound, functional, attractive and quality development. The provisions hereof shall be liberally construed in favor of the City and shall be considered as minimum requirements for the Downtown area.

1.03 SCOPE

It is not the intent of this Guide to repeal, abrogate, annul, impair or interfere with any existing easements, covenants, or agreements between parties or with the rules, regulations, or permits previously adopted or issued pursuant to laws: provided, however, that where this Guide in any way imposes greater standards than are required by other rules, regulations or permits or by easements, covenants or agreements, the provisions of this Guide shall be the guide.

1.04 CITATION OF GUIDE

This Guide shall be cited as follows, e.g.: Downtown Design Guide, Section 1.04.

SECTION 2 GEOGRAPHIC AREA

2.01 DOWNTOWN

A. Area. The downtown areas shall be defined as those lands adjacent to Janesville Road, on the north and south sides, extending from Bay Lane on the east to Pioneer Drive on the west. The downtown area shall extend the depth of the parcels (See Map in Appendix 1.).

B. Intent. This area is identified as offering a wide range of commercial activities and services in Muskego. It is the goal of this document to maintain the viability and improve and unify the visual aspects of the downtown area. The Downtown Design Guide Area falls within the adopted Redevelopment District #2 boundary area. The purpose of the Redevelopment Plan is to revitalize a declining urban area, spur reinvestment in the community, and to transform it into a better place to live, work and play. The Design Guide looks to promote the same characteristics as the Redevelopment District including, but not limited to, the following principles:

- Enhance the image, profile, and use of downtown Muskego
- Provide a new sense of place with a downtown identity
- Demonstrate market driven principles that work within the economic landscape of Muskego
- Provide the downtown area, and indeed the entire community, with an identity that adequately reflects the local quality of life and the affluence of City households
- Promote the following types of uses:

Design Character

- Traditional town center/modern 'main-street'
- Buildings squarely facing the street
- Buildings closer to street, parking behind
- Pedestrian scale – walkable, accented storefronts
- Taller building profiles – downtown centerpoint and landmark
- Variable roof-lines
- Transitional massing blending with surrounding architecture
- Sense of place/downtown identity

Use Mix

- Possible upper end condos (professionals & 'empty nesters')
- Destination and convenience retail (no 'big boxes')
- Smaller floor plate retail
- Shared parking
- Multiple purpose trips
- Convenience

Density

- Possible Mid-Rise heights: Somewhat higher than City norm
- Built in consumer market for downtown businesses
- Greater TIF revenues
- More efficient public services/utilities
- Interconnected activity centers
- Downtown anchor and landmark

SECTION 3 DESIGN STANDARDS

3.01 GENERAL REQUIREMENTS

- A. Applicability.** To advance the ideals as stated above, the following design standards are implemented in the defined area of the downtown. These standards shall apply to all development and re-development of business and multi-family properties within its boundaries.
- B. Buildings**
1. Buildings shall be constructed to be harmonious with their natural and built surroundings while avoiding repetition and monotony. Building designs shall utilize materials which reflect a residential character. Brick exterior treatment is required. Materials such as decorative masonry and/or natural materials (i.e. stone work) must comprise up to 50% of the buildings exterior treatment; an exterior synthetic plaster system may be used as an accent material. The coloring of all brick, decorative masonry or stone shall be expressed as integral to the product and not painted on the surface of said product. Four-sided architecture will be mandatory within the Downtown District.
 2. Upon a minimum of five affirmative votes of the Plan Commission members, designs which present variations on the standards expressed in Section 3.01.A.(1) may be permitted if it is found that:
 - a. The proposed design sets an exceptional standard whose design, quality, longevity, durability and value will equal or exceed that which this document endeavors to promote
 - b. The proposed design will not create substantial detriment to adjacent properties
 - c. The proposed design will not establish an undesirable precedent.
 3. A quality design which maximizes the value of the proposed project, while protecting or enhancing neighboring values is required. Four sided architecture which utilizes similar building materials and design for all sides of a proposed structure is required. New and innovative styles of architecture are encouraged and each design will be reviewed upon it's own merit and how it fits in with the surrounding uses and structures.
 4. Roof top mechanical installations shall be appropriately screened so as to block the view from adjacent streets and properties. Such screening shall match or compliment the overall theme of the building.
 5. Outdoor storage of materials and commercial vehicles shall be strictly prohibited. Storage of vehicles or materials/supplies must be screened from surrounding view whenever possible.
- C. Colors** utilized in the project design shall be non-florescent. Earth tones such as grays, greens, browns, burgundies, and tans are required. However, all proposed color schemes shall be reviewed on their individual merit based upon building design, building materials, longevity of the color choice(s) (fad/non-fad), statement in relation to overall theme, character and color of adjacent structures, mass/size of the proposed and adjacent structure(s), unity with existing structures on the project site.
- D. Parking areas** shall be designed to avoid a "sea of asphalt" syndrome. The parking field in which the main activities of parking and travel are conducted shall have tree plantings at the minimum rate of one (1) tree for every ten (10) parking spaces. The perimeter of the parking field

shall provide for a lawn area in which trees and shrubs will be planted so as to allow ample snow storage capacity yet avoid damage to plantings from same. Perimeter plantings shall be at the rate of a minimum of one tree and/or shrubbery grouping for every 50 lineal feet.

E. Landscaping

1. Landscaping shall be designed to compliment the built and natural environment of the subject project and adjacent sites. Existing tree lines should be preserved. If removal of existing tree lines is required due to its undesirable nature, new plantings that result in no less of a screening effect shall be required when adjacent to residential uses.
2. Minimum specifications for landscaping are as follows: 2.5 inch minimum diameter measured six (6) inches above grade for deciduous trees; Six (6) foot minimum height for coniferous trees; 24 inch minimum height for shrubs; yard areas shall be sodded.
3. In addition to the guidelines expressed for parking areas in Section 3.01.C above, plantings shall be required around the foundation of buildings. The Plan Commission shall review the placement, numbers and sizes to determine appropriateness.
4. Final landscaping approvals are under the City Forester and other details as per the City Forester may be necessary.

F. Signage

1. Signage shall be designed in unity with the building design through the use of the same or similar materials and colors. Ground or monument signs shall be strongly encouraged. Neon tubed accent lighting shall be strongly discouraged unless the same serves to accent an architectural feature of the building it is mounted on.
2. The base of all signs shall be landscaped with plantings. The landscaped area shall at a minimum equal the square footage of the sign face (per the Zoning Ordinance).
3. All other aspects of signage shall be in keeping with the requirements of the Sign Ordinance of the City of Muskego.

G. Lighting shall be down cast, cutoff, sodium fixtures not exceeding 15 feet in height (including the light pole base and/or pedestal). Lighting shall be positioned so as not to cause glare on adjacent properties and streets (Maximum of 0.5 foot-candles at lot lines). At a minimum, site lighting marking the entrance to businesses and multi-family developments shall match or compliment that which may be chosen by the City as standard decorative street lighting. Bollards for pole lighting shall not exceed 6 inches above grade.

H. Cross access to and between neighboring properties shall be implemented wherever possible. The goal in this requirement is to remove as much incidental, site to site traffic from Janesville Road thus reducing the possibility of traffic conflicts and accidents. Cross access drives may be either the interconnection of parking lots or the construction of a separate drive. In either case, the minimum drive isle width should be no less than 24 feet. When considering provision for cross access, the Plan Commission may allow decreased side and rear yard offsets for parking and drive areas but only if such decreases are a result of the provision of cross access.

I. Corporate identity shall not be prohibited yet the Plan Commission shall not recognize same as the driving factor in the design of the facility. Corporate identity shall be apparent yet reserved in its display. The driving factor in the design of any facility shall be the criteria as expressed in this document.

SECTION 4 ILLUSTRATIONS

4.01 APPROPRIATE DEVELOPMENT

In Appendix 2 of this document is a group of photographs which the Plan Commission of the City of Muskego have found to illustrate good and appropriate design, applicable to the downtown area.

Appendix 2 is available in the Planning Office for public viewing. Copies of the Downtown Design Guide are also available in the Planning Office and online at <http://www.gomuskego.com/planning>.

SECTION 5 COMPLIANCE

5.01 IN PERPETUITY

Per the City of Muskego Zoning Ordinance, Compliance in Perpetuity is required in that "Any Building, Site and Operational Plan granted through the authority of this Section shall be perpetually binding upon the development to the extent that: all buildings and structures shall be maintained in a tasteful, safe and appropriate manner; all landscaping shall be periodically groomed and/or replaced when necessary; all drive, parking and pedestrian areas shall be kept in a safe and passable condition. All repairs and maintenance shall be executed in a timely manner".

APPENDIX I



APPENDIX II



Example of Appropriate Material Types and Usage



Example of Four-Sided Architecture



Example of Four-Sided Architecture & Screening of Outdoor Storage



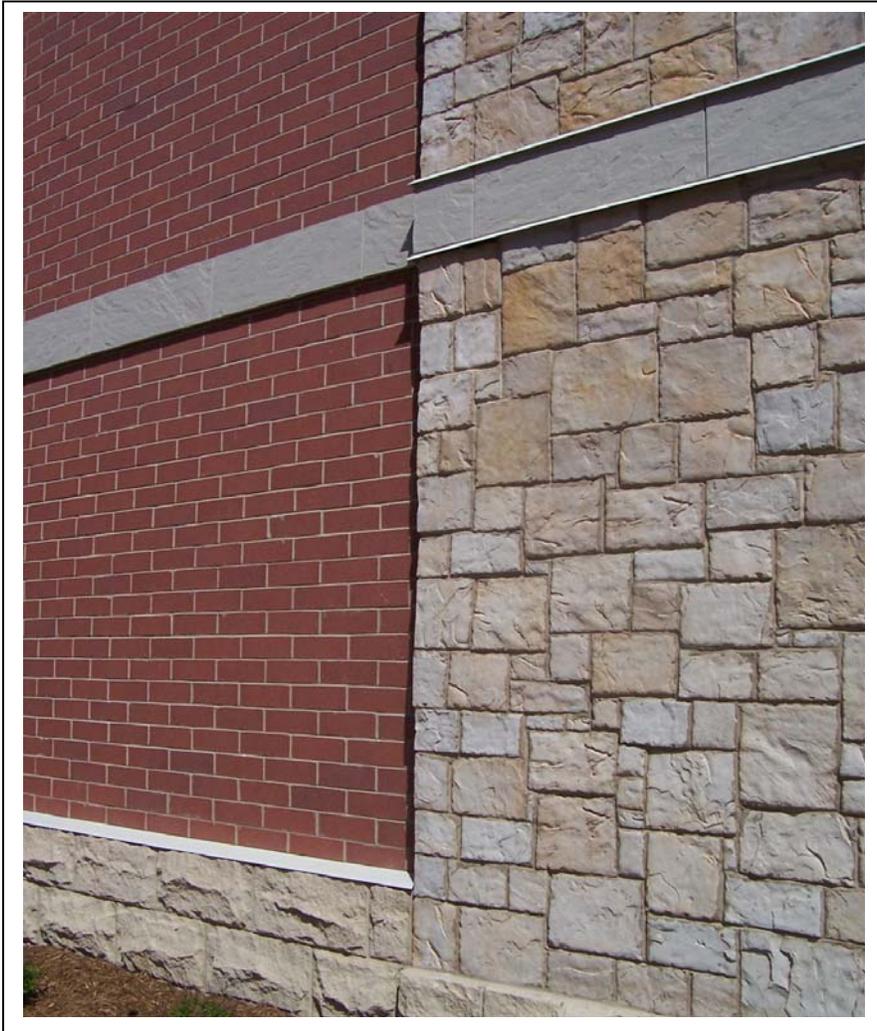
Corporate Identity is Apparent but not a Driving Design Factor



Pedestrian Friendly Design & Common Area



Parking Lot Placement Behind the Building, Landscaping Treatments, and Pedestrian Access



Upgraded Building Materials



Upgraded Architectural Features & Accents