

MOORLAND CORRIDOR SOUTH DESIGN GUIDE



PREPARED BY:

TASK FORCE ON ECONOMIC DEVELOPMENT ON OCTOBER 23, 2002

ADOPTED BY THE COMMON COUNCIL ON JANUARY 4, 2003

**ADOPTED BY THE PLAN COMMISSION ON NOVEMBER 19, 2002 AND AMENDED ON
JANUARY 16, 2007**

ACKNOWLEDGEMENTS

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CITY OF MUSKEGO
MOORLAND CORRIDOR SOUTH 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
MOORLAND CORRIDOR SOUTH DESIGN GUIDE**

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MOORLAND CORRIDOR SOUTH DESIGN GUIDE

CITY OF MUSKEGO

SECTION 1 PREAMBLE

1.01 AUTHORITY

The Moorland Corridor South Design Guide (Guide) is prepared by the Mayor's Task Force on Economic Development 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 and 62.1001 of the Wisconsin Statutes and Chapter 17 of the City of Muskego Zoning Ordinance, and The City of Muskego Comprehensive Plan, deeming it necessary to promote the public health, safety, morals and welfare.

1.02 PURPOSE

The general purpose of this Guide is to aide the Planning Staff and Plan Commission in the planning, design and re-design of the built environment of the Moorland Road transportation corridor, which links the community to Interstate Highway I-43. The intent is 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 Moorland Road south corridor.

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.: Moorland Corridor South Design Guide, Section 1.04.

SECTION 2 GEOGRAPHIC AREA

2.01 MOORLAND CORRIDOR SOUTH

- A. **Area.** The Moorland Corridor South area shall be defined as those lands located along Moorland Road from Janesville Road (CTH L) to, but not including, the plat of Candlewood Creek. A map of the area can be found in Appendix I.
- 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 Moorland south corridor.

SECTION 3 DESIGN STANDARDS

3.01 GENERAL REQUIREMENTS

- A. Applicability.** To advance the ideals of this Guide, the following design standards are implemented in the Moorland Corridor. These standards shall apply to all development and re-development of commercial, industrial, and multi-family properties (*including properties with underlying zoning of RSA - Attached Single Family Residence*) within its boundaries.
- B. Buildings.** The following shall apply to all applicable buildings:
1. Buildings shall be constructed to be harmonious with their natural and built surroundings while avoiding repetition and monotony.
 2. The exterior treatments of all buildings and structures shall be designed in a Craftsman or Prairie Style of architecture.



Sample of Appropriate Architecture with Prairie or Craftsman Influences



Sample of Appropriate Architecture with Prairie or Craftsman Influences

3. Brick exterior treatment is required, and must comprise a minimum of 50% of the exterior treatment. Materials such as decorative masonry and/or natural materials (i.e. cedar siding, stone work) may comprise up to 30% of the exterior treatment; an exterior insulation and finish system (E.I.F.S.) may be used as an accent material only.
4. 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.
5. A quality design that 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.
6. Pitched roofs such as hip, gambrel, gable, etc. utilizing cedar or architectural asphalt shingles, raised steel seamed panels, or other similar materials shall be required. In the case of commercial developments, they shall provide elevations which reflect these standards through facade or parapet wall presentations.



Appropriate Roof Lines and Materials

7. 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.
- C. Colors** utilized in the project design shall be non-florescent. Earth tones such as grays, greens, browns, burgundies, and tans are encouraged. 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), and 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 a landscape island with a minimum size of 200 square feet (10' x 20') at the minimum rate of one (1) island 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 one tree and/or shrubbery grouping for every 50 lineal feet. The Plan Commission shall review the parking area landscaping plan for species placement, quantity, and sizes to determine appropriateness.



Appropriate Parking Lot Island Placement

- E. Landscaping** shall be in accordance with the following:
1. A thirty-foot (30') landscape buffer shall be required abutting the Moorland Road right-of-way, and abutting the Janesville Road right-of-way. The Plan Commission shall review the placement, numbers and sizes to determine appropriateness.
 2. Landscaping for the development site 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.
 3. In addition to other requirements as adopted by the City of Muskego, minimum specifications for landscaping at time of planting are as follows: 1.5 inch to 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; all yard areas shall be sodded.
 4. In addition to the guidelines expressed for parking areas in Section 3.01.I. above, plantings shall be required around the foundation of buildings. The Plan Commission shall review the placement, numbers and sizes to determine appropriateness.
 5. Non-native and invasive plant species are strongly discouraged. All species selections are to be approved by the City Forester.



Appropriate Perimeter Landscaping

6. Where a proposed commercial or multiple family use of land abuts single family use or two family use of land, the petitioner shall be required to install 100% opaque fencing, eight feet in height above grade. Such fencing shall be constructed of cedar and shall be of a dog-eared board-on-board pattern.

F. Signage shall be in accordance with the following:

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; pylon signs are strongly discouraged. Neon tubed accent lighting is prohibited.
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 City of Muskego Zoning Ordinance).



Appropriate Landscaping for Monument Signs

- 3. All other aspects of signage shall be in keeping with the requirements of the Sign Ordinance of the City of Muskego.

- G. **Lighting** All off street lighting shall be down cast, cutoff, high pressure sodium fixtures. The total height of fixtures, measured from grade to the highest point of the pole and / or luminaire, shall be 15 feet. The base shall be no greater than 6” above grade.

The Plan Commission may grant exceptions to the height of lighting fixtures, provided that the total fixture height is equal or less than the height of adjacent building eaves. Lighting shall be positioned so as not to cause glare on adjacent properties and streets. A maximum of 0.5 foot candles of light trespass at the property line is permitted.

All lighting within public rights-of-way shall utilize fixtures and poles as approved by the Public Work Committee.



Appropriate Wall Pack Lighting

- H. **Vehicular 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 public thoroughfares to reduce 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.
- I. **Pedestrian access** is critical to overall site design, as the Moorland Corridor represents a significant community crossroads. The interconnection of recreation trails throughout the area is strongly encouraged, including connections to adjacent developments.



Example of Pedestrian Access

- J. **Corporate identity** shall not be prohibited. 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

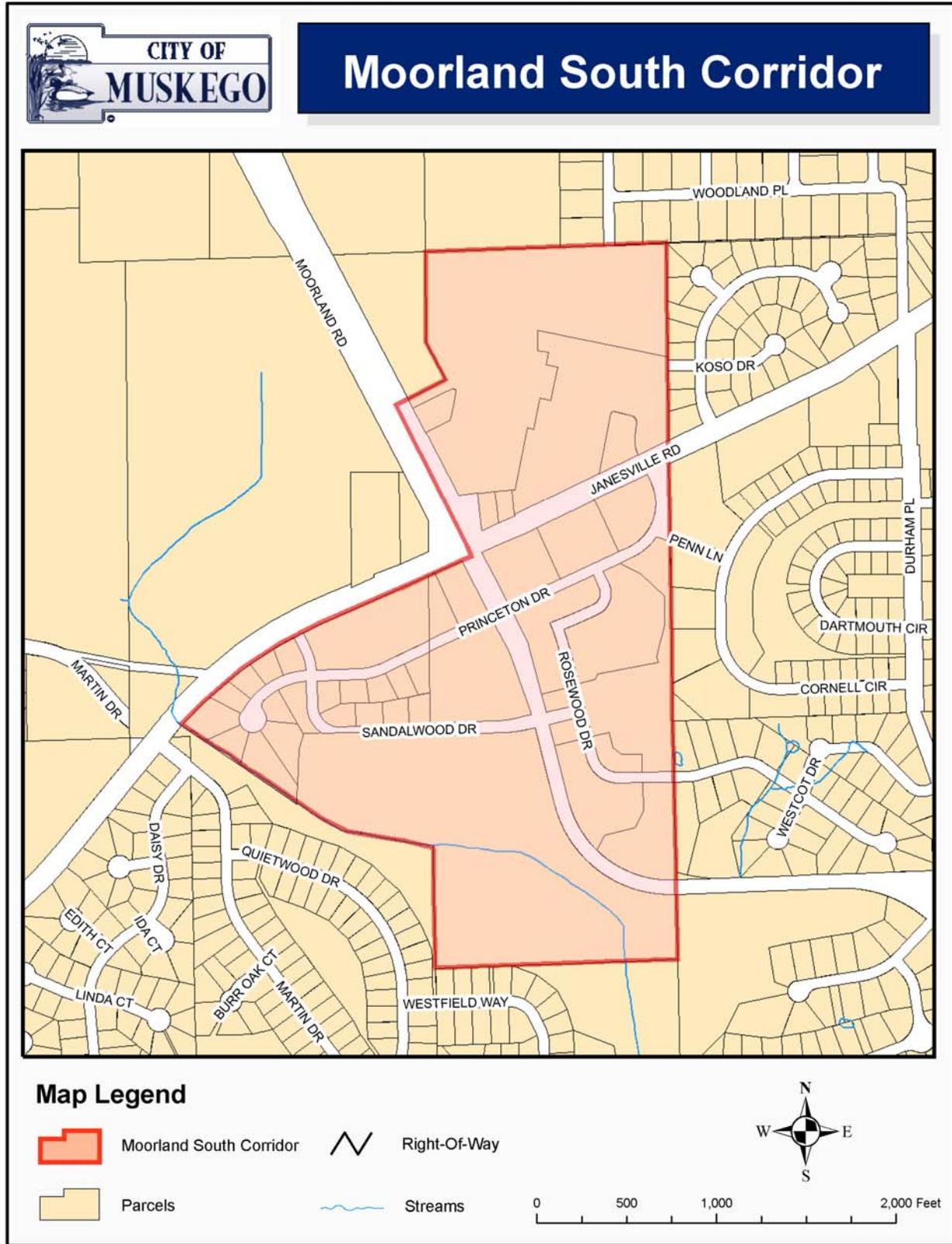
In Appendix II of this document is a group of photographs that the Plan Commission of the City of Muskego have found to illustrate appropriate designs, applicable to the Moorland Corridor South area.

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



Commercial Property with
Prairie/Craftsman Features,
Upgraded Building Materials, and
Complementing Materials/Colors on
the Canopy



Commercial Property with
Prairie/Craftsman Features and
Upgraded Building Materials



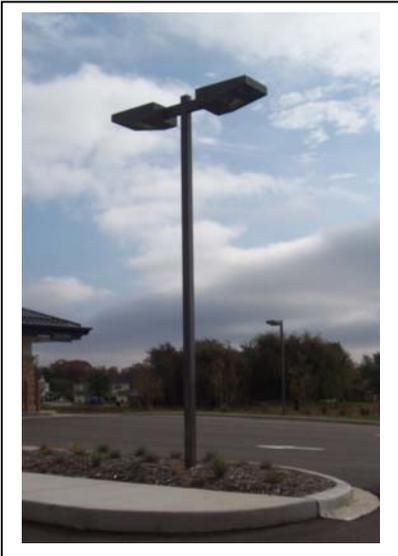
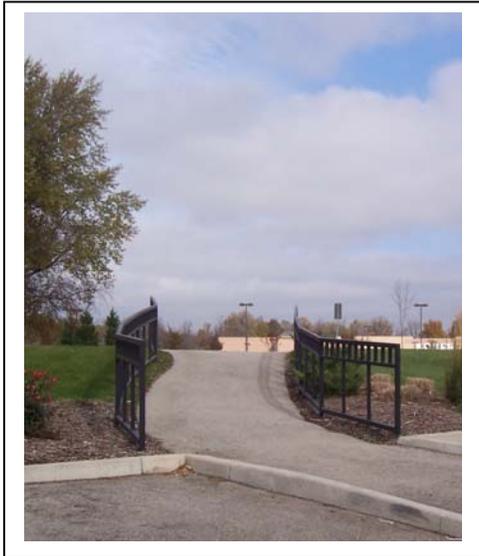
Commercial Property with
Prairie/Craftsman Features and
Upgraded Building Materials



Refuse Enclosure with Materials Matching the Building



Examples of Pedestrian Access, Landscaping, Signage, Lighting, and Cross Access



Pedestrian Access and Appropriate Site Lighting



Craftsman Features on a Multi-Family Property



Craftsman Features on a Multi-Family Property



Craftsman Features



Craftsman/Prairie Features on a
Multi-Family Property



Prairie Features



Craftsman/Prairie Features on a
Multi-Family Property