

Village of Caledonia Design Guidelines Manual

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The Design Guidelines Manual is intended to provide applicants and the Village of Caledonia staff with a set of parameters by which development proposals can be created and evaluated. The Village should evaluate development proposals with the recognition that changing market conditions, styles and trends may suggest alternate design principles that have not been anticipated by these guidelines. If necessary, these guidelines may be modified in the future with the appropriate approvals by the Village of Caledonia.

Objectives of the Design Guidelines Manual

- ◆ Ensure that high-quality development creates a vibrant, diverse, clean and safe destination with sustainable economic vitality.
- ◆ Ensure that building and site designs create a safe, attractive and interactive street for pedestrians, bicyclists and motorists.
- ◆ Create meaningful and active public places and streets through effective design and proper placement of building entrances and landscape features.
- ◆ Ensure that vehicular access and parking needs are effectively addressed while minimizing any negative impacts on the built form and pedestrian experiences.
- ◆ Ensure that the character of future development complements existing uses and the scale of neighboring development.
- ◆ Allow applicants reasonable flexibility in the creation of specific designs to meet current and future market and economic conditions.

To help ensure the implementation of high-quality development in the Village of Caledonia, a collaborative review and approval process for all development proposals is encouraged. This process should include pre-development meetings with the applicant and Village staff. This approach allows greater input from the applicant and Village staff at an early stage in the design process. The intent is for the applicant and Village staff to reach an understanding on design principles for each site before plans are finalized. In addition, this process would facilitate discussions between the applicant and the Village staff about key design standards outlined in Title 16: Chapter 3 of the Village Code of Ordinances, and how they can best be applied to development proposals.

The process should result in development proposals that better address the design principles desired by the Village while allowing flexibility for applicants to meet current and future market conditions. The result of this process should be development proposals that are strongly supported by the applicant and Village staff.

Relationship to Title 16 of the Village Code of Ordinances

In 2006, the Village of Caledonia adopted design standards for business, commercial, industrial, recreational and institutional uses in Title 16: Chapter 3 of the Village Code of Ordinances. This Design Guidelines Manual, as presented in the following pages, offers a design review checklist and how each design standard can best be implemented. Title 16:

Chapter 3 of the Village Code of Ordinances groups the design standards into several sections, the following of which are addressed in this Manual:

- ◆ 16-3-2: Uniform Standards for Architectural Design
- ◆ 16-3-3: Uniform Standards for Site Design and Landscape
- ◆ 16-3-4: Additional Design Standards Based on Type of Development Use
- ◆ 16-3-5: Signs
- ◆ 16-3-6: Parking
- ◆ 16-3-7: Impermeable Surface

This Manual follows the section format of Title 16: Chapter 3 of the Village Code of Ordinances. Sections 16-3-4, 16-3-6 and 16-3-7 are not incorporated into this Manual. Section 16-3-4 identifies supplemental information to Sections 16-3-2 and 16-3-3 as it relates to the Village of Caledonia Land Use Plan. Section 16-3-4 is discussed below in “Relationship to the Village of Caledonia Land Use Plan.” Sections 16-3-6 and 16-3-7 of the Village Code of Ordinances are self-explanatory and do not require an image analysis to explain the intent of the design standard.

Relationship to the Village of Caledonia Land Use Plan

Section 16-3-4 of the Village Code of Ordinances identifies additional design standards for several districts in the Village of Caledonia Land Use Plan. To determine which properties are subject to the standards of 16-3-4, refer to the Village of Caledonia Land Use Plan map and accompanying text available at the Village Hall. The applicability of these design standards can be further explained by the Village staff at a pre-development meeting. The districts area:

- ◆ Village Centers
- ◆ Mixed Use Arterials
- ◆ Parkways (Not Including Abutting Business Development)
- ◆ Business and Industrial Campuses

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The following Design Review Checklist provides the applicant and Village of Caledonia staff with questions to be discussed for each design standard outlined in Title 16: Chapter 3 of the Village Code of Ordinances.

Building Placement

- ◆ Does the building design create a continuous pattern along the street edge (i.e. Build-to-Zone)?

Building Facades, Composition and Articulation

- ◆ Does the architecture complement surrounding uses and buildings?
- ◆ Does the height of the building meet minimum and maximum requirements?
- ◆ Does the architecture utilize elements of rhythm, scale, massing and proportion to create high-quality, attractive design?
- ◆ Does the facade use building elements to articulate and break up the building scale and massing?

Building Materials

- ◆ Are high-quality building materials used throughout the building?

Glazing

- ◆ Does the development proposal include clerestory windows rather than opaque false second story windows?
- ◆ If the development proposal includes ground level commercial, does the facade facing a public street and/or public areas meet the glazing requirement?
- ◆ Does the development proposal incorporate clear glazing rather than spandrel glass?

Entrances and Entry Features

- ◆ Are there public entrances along the public streets and public areas?
- ◆ If the building is at an intersection, how does it address activation at the corner?
- ◆ Are public entries a distinguishable or prominent feature in the building's architecture?
- ◆ Are enhanced pavement materials, such as brick pavers or textured concrete used at key locations such as crosswalks, sitting areas and entries?

Design and Screening of Garage Doors, Loading Areas, Service Entries and Areas and Mechanical Equipment

- ◆ Is the service area shared with parking?
- ◆ Is the service area designed in an organized manner that will integrate with parking movements and pedestrian needs?
- ◆ Is the service area located in the rear of the building away from public areas and screened from the public view at the street level and upper stories?

Vehicular Entries

- ◆ Are the vehicular entries cohesive with the overall architectural treatment of the building?
- ◆ Does the site design allow for safe pedestrian and vehicular travel?

Street Edge Landscaping

- ◆ Does the landscape design enhance the buildings and entries, help define outdoor spaces and screen unattractive features?
- ◆ Does the landscape design integrate planting areas or porous paving materials to help mitigate stormwater runoff?
- ◆ Does the landscape design along the street frontage complement the building architecture?
- ◆ Does the landscape design utilize streetscape elements and features that create a comfortable pedestrian zone along public rights-of-way?

- ◆ If garden walls or fencing are used as landscape design elements, what types of materials are used?
- ◆ Does the landscape design utilize plant materials approved by the Village of Caledonia?

Shared Cross-Easements

- ◆ Does the site design incorporate shared access points and cross-access easements?

Traffic Calming

- ◆ Does the design utilize traffic calming methods to slow traffic and prevent vehicular / pedestrian conflicts?

Landscape Features in Large Surface Parking Lots

- ◆ Is the site design comprised of simple geometric patterns that allow for movement of vehicles and pedestrians?
- ◆ Does the parking lot create an integrated vehicular / pedestrian space while still providing an aesthetic landscape features?
- ◆ Is the parking lot screened from public rights-of-way, public spaces and residential uses?
- ◆ Does the site design incorporate shared parking and on-street parking to reduce the parking lot footprint?

Pedestrian and Bicycles

- ◆ Does the pedestrian and vehicular circulation create a safe, connected network within and between properties?

Open Space and Natural Resource Protection

- ◆ Does the development proposal provide outdoor gathering spaces?
- ◆ Does the site design create meaningful open spaces (i.e. parks, plazas, etc.) that enhance the overall pedestrian experience rather than a collection of open spaces that do not add significant value?

Outdoor Lighting

- ◆ Does the development proposal incorporate pedestrian scaled and vehicular lighting approved by the Village?

Signs

- ◆ Does the signage reflect and complement the overall architectural treatment of the building?
- ◆ Does the sign fit within the elements of the building and is the scale appropriate to a pedestrian friendly environment?
- ◆ Do the signs promote the retail establishments and enhance the overall pedestrian experience with interesting and decorative graphics and use of materials?
- ◆ If the sign is to be illuminated, does it utilize attractive fixtures that do not distract vehicular and pedestrian vision?

I94 CORRIDOR DESIGN CRITERIA

The following regulations are intended to ensure that the appearance of new commercial buildings, landscapes, and signage elements in the I94 corridor area match the corresponding elements in the Village of Caledonia.

Guidelines to be based on Caledonia standards

1	Loading dock and shipping/receiving area requirements/screening (16-3-2 (c) (8))	Garage doors, loading areas, service entries and areas, and mechanical equipment shall be screened or designed with a high degree of visual appeal. This treatment can minimize the negative visual impact such necessary functions have and can help enhance and define adjacent spaces. Various techniques should be used to completely screen views into these areas. Densely planted trees, shrubs, opaque fencing, and/or garden walls should be used to screen service areas, loading areas, trash receptacles and ground-floor mechanicals. These elements should be at least seven (7) feet high (plant material should be at least seven (7) feet within 2 years of planting).
2	Street edge landscaping (16-3-3 (b) (1))	Trees no more than 50' on center of the tree trunk. Trees shall be planted parallel to the right-of-way. Trees shall be canopy, deciduous trees from the Village Street Tree List. Trees bordering a parcel shall be of the same species in order to provide visual continuity along the street edge. In addition to rhythmic planting of trees, a secondary landscape layer located behind the tree line should be created using ornamental fences and continuous evergreen hedges that block views of parking areas. Unless otherwise noted these should have a minimum height of 4' above the elevation at the right-of-way. Berms should not be used as a device for visual screening unless specific approval is given by the Village Board. When berms are approved for use, they shall have a minimal slope in contrast to the surrounding landscape. When a berm is intended to screen a building from a public right-of-way, the berm must be configured so that the building is screened at all visual angles from the public right-of-way. Trees, fences, and hedges may be eliminated when there is a planned view of an open landscaped area included as part of a long-term open space management plan.
3	Encourage four-sided architecture	Four-sided architecture, which utilizes similar building materials and design for all sides of a proposed structure, is encouraged.
4	Roof style/material recommendations	Pitched roofs such as hip, gambrel, gable, etc. should be required; utilizing cedar, architectural asphalt or dimensional shingles is preferred. Metal roofs should be considered only where they complement the residential character of the proposed architecture. The use of raised steel seamed panels or other similar materials is generally discouraged and is subject to review and approval of the Plan Commission.
5.	Screening rooftop mechanicals	Roof top mechanical installations should be screened so as to block the view from adjacent streets and properties. Screening should match or complement the overall theme of the building. All screening is subject to review and approval by the Plan Commission.
6.	Building massing, height, and form (16-3-2 (c) (3))	Buildings shall be comprised of a visually distinct base, middle and top. Buildings shall not exceed two (2) stories except as noted in the standards for specific types of places or as may be allowed for by a conditional use or in a planned unit development. This 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 the elements should be handled through changes in plane and material, horizontal bands, cornices, and/or varied window openings. Large buildings should be comprised of a series of masses and forms to give the building hierarchy, scale and visual richness. Building massing and components should demonstrate consistent proportional harmonies as indicated in the guideline illustrations.
7.	Signage (excluding freeway signage) (16-3-5; 16-7)	Signage shall consist of both freestanding and building signs. Freestanding signage should be of the following types: agriculture, directional, freeway, home occupation, monument, subdivision, off-premises, private property, street banner, governmental, recreational, trail, or temporary. Building signage should be of the following types: awning or canopy, projecting, wall, or window. Prohibited signs include beacons, streamers, pennants, pinwheels, and strings of lights not permanently mounted to a rigid background, and inflatable signs, tethered balloons, and signs affixed to a cart, trailer or other rolling mechanism, unless specifically permitted as a temporary sign but not to exceed 30 days of use in each calendar year. Prohibited signs also include signs that revolve, are animated, have moving parts, or are illuminated by flashing or moving lights. Billboards and pole signs where the bottom of the sign is more than 11 feet from grade, and roof signs that are separated from the rest of the roof by more than 12 inches are also prohibited.

8.	Freeway Signage (16-3-5)	Freeway signage shall be defined as a freestanding sign within one-hundred fifty (150) feet of the Interstate 94 right-of-way. The road side edge of such sign should be located as close to the interstate right-of-way as feasible, but shall maintain a minimum of five (5) feet from the public right-of-way. Freeway signs shall be constructed as set forth in the accompanying Freeway Sign Diagram.
9.	Appropriate building materials (16-3-2 (c) (4))	The primary facade and sides of the building visible from the public space, public parking, walkways, and rights-of-way shall be clad in finish grade materials unless otherwise allowed under a conditional use or planned unit development. Glass, brick, stone, wood, and decorative block are examples of finish grade materials that are appropriate for use on visible facades. The rear or side of the building shall use the same materials.
10.	Building placement guidelines (16-3-2 (c) (2))	Modified from current regulation: Building facades shall be parallel or perpendicular to the right-of-way (or parallel or perpendicular to the tangent to curve taken at the midpoint).
11.	Preserve existing tree lines/Open space, natural resource protection	Landscaping for development sites should be designed to complement the built and natural environment of the subject project and adjacent sites. Existing tree lines should be preserved. If removal of existing tree line 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. Tree species that are native to Wisconsin and the Village are encouraged.
12.	Lighting specifications	All off-street lighting shall be down-cast, cutoff fixtures with a zero-degree tilt. The total height of fixtures, measured from grade to the highest point of the pole and/or lamp, should be no more than 15 to 20 feet. The base should be no greater than 6" above grade. Low pressure sodium bulbs are strongly discouraged.
13.	Lighting position specifications	Lighting should be positioned so as not to cause glare on adjacent properties and streets. A maximum of 0.5 foot candles of light at the property line should be permitted. Require the submittal of a photometric site plan which illustrates the amount of light, measured in foot candles. No lighting should be permitted to exceed 12 foot candles. Consider exceptions to the height of lighting fixtures, provided that the total fixture height is equal or less than the height of adjacent building eaves.
14.	Color guidelines	The coloring of all brick, decorative masonry, or stone shall be expressed as integral to the product and not painted on the surface of the product. Neutral colors are preferred over primary colors.

