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CITY OF NEW BERLIN
PLAN

STATE OF WISCONSIN WAUKESHA COUNTY CITY OF NEW BERLIN

PLAN COMMISSION RESOLUTION # 11-02

Approval of a Resolution adopting the "The City Center Design Guidelines for the New Berlin City Center Development"

WHEREAS, the City of New Berlin authorized the Planning and Design Institute, Inc., R. A. Smith and Associates, and Hurtado Consulting, LLC to complete a Commercial Center Development Plan for the National Avenue, Moorland Road, and Coffee Road area which functions as the commercial center of the City, and

WHEREAS, the City of New Berlin Plan Commission approved and adopted on November 8, 1999 the Plan known as "The City Center Development Plan"; and

WHEREAS, the City of New Berlin prepared and adopted on September 26, 2000 and revised on March 13, 2001 "Ordinance No. 2122 The New Berlin City Center Planned Unit Development Overlay District" for the New Berlin City Center Development area; and

WHEREAS, the City of New Berlin prepared and adopted on March 5, 2007 Plan Commission Resolution #: 07-01 "The City Center Design Guidelines for the New Berlin City Center Development" for the New Berlin City Center Development area to offer this development creative design options; and

WHEREAS, the City Center Design Guidelines have the following objectives:

- a) *The Guidelines establish a more collaborative and interactive design approach, create a more in-depth set of design guidelines and provide a process and review checklist for the City, stakeholders and prospective developers.*
- b) *It is the purpose of these guidelines to provide designers, developers, and the City with a set of parameters by which detailed specific development proposals can be created and evaluated.*
- c) *To aide the successful implementation of the City Center's general urban design patterns.*
- d) *To ensure that high quality development creates a vibrant diverse, clean, safe, and premier destination with a sustainable economic vitality.*
- e) *To create meaningful and active public places and public streets through effective design and proper placement of building entrances and landscape features.*
- f) *To ensure that building and site designs create a safe, attractive, and interactive street and parking environments for pedestrians, cyclists, and motorists.*
- g) *To ensure that the character of future development complements existing uses and the scale of neighboring development.*
- h) *To allow designers and developers reasonable flexibility in the creation of specific designs to meet current and future market and economic realities.*
- i) *To create and maintain optimal economic and social value as these areas develop and redevelop over time.*
- j) *To see that vehicular access and parking needs are effectively addressed while any negative impact on the urban form and pedestrian experience are minimized.*

WHEREAS, the City of New Berlin adopted amendments to Plan Commission Resolution # 07-01 the Guidelines set forth in "The City Center Design Guidelines for the New Berlin City Center Development" as attached to this resolution which shall supplement the City of New Berlin Zoning Code, Ordinance #: 2122 (New Berlin City Center Planned Unit Development Overlay District), Ordinance #: 2457 (an ordinance amending the City Center Planned Unit Development Ordinance #: 2122), and the Overall Coordinated Sign Design Guidelines for the New Berlin City Center Development; and

NOW, THEREFORE, BE IT RESOLVED THAT the City of New Berlin Planning Commission, on the 2nd day of May 2011, and after holding a public hearing on the proposed amendments does hereby accept the Staff Report and adopts the revisions to "The City Center Design Guidelines for the New Berlin City Center Development," attached to this resolution as a guide for creative design options located within the New Berlin City Center development.

Passed and adopted by the Plan Commission this 2nd day of May 2011.

By a vote of: 6 in favor, 0 against, and 0 abstain.

APPROVED:



Jack F. Chiovaturo, Mayor

Certified/Countersigned:



Gregory Kessler, AICP
Plan Commission Secretary

Exhibit H

CITY CENTER DESIGN GUIDELINES

The City Center Design Guidelines as approved by the Plan Commission on 3/5/2007 via PC Resolution # 07-01 have been amended by the Plan Commission on 5/2/2011 via PC Resolution #11-02. They independently stand alone and are being incorporated here as a reference and ease in use of the PUD document.

Any inconsistencies between these City Center Design Guidelines and the PUD shall be reconciled in favor of the PUD.

CHAPTER 1

INTRODUCTION & OBJECTIVES



1.1 INTRODUCTION

In 1999, the City of New Berlin and Planning and Design Institute, Inc. (PDI) (now GRAEF) created a Development Plan for the City Center district. The study area for the City Center included a core area of Greenfield Avenue and redevelopment sites bounded by Coffee Road to the north, Howard Avenue to the south, Moorland Road and National Avenue to the west, and a large portion of environmental corridor to the east.

The Development Plan addressed design development issues including streets, development and redevelopment as well as economic concerns. The plan also included generalized design guidelines for visual character, traffic safety, circulation and parking, activities and uses and natural environment and the landscape. These guidelines were further broken into sub areas or corridors and identified by street locations. In addition to the corridor design guidelines, street sections were

also created for the main thoroughfares that network through the corridor.

To implement the design intentions of the Plan, in 2000, the City adopted a Planned Unit Development (PUD) ordinance for the City Center (City Center PUD Ordinance 2122). This ordinance, along with guidance from the City's Zoning Code, set land use, architectural, and site restrictions for future development.

As sites began to develop, stakeholders and the City recognized a need to create a more thorough set of design guidelines to supplement the existing standards. These guidelines have been developed as those additional standards to guide the site and building design process.

1.2 PURPOSE AND OBJECTIVES

The following urban design and architectural guidelines represent desired standards for development within the entire City Center District (fig. 1.1).

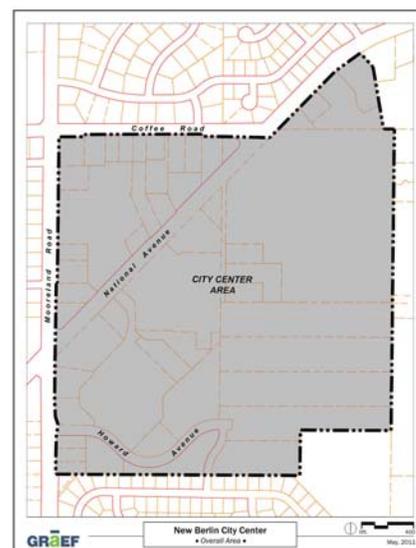


fig. 1.1 City Center District

While the PUD requirements still remain in effect, these guidelines are intended to be used in conjunction with those requirements and supplement those areas not explored in depth under the PUD. Furthermore, with proper City approvals, these guidelines may allow greater flexibility regarding certain requirements of the PUD.

These guidelines establish a more collaborative and interactive design approach, create a more in-depth set of design guidelines and provide a process and review checklist for the City, stakeholders and prospective developers.

It is the purpose of these guidelines to provide designers, developers, and the City with a set of parameters by which detailed specific development proposals can be created and evaluated. Common sense and reason should always be used to evaluate development proposals with the recognition that changing market conditions may suggest alternate development solutions that have not been anticipated by these guidelines. If necessary, these guidelines can be modified in the future with appropriate City approvals.

The following are some important objectives of the guidelines:

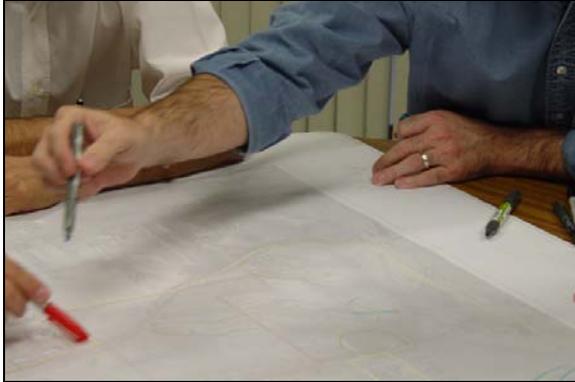
- To aid the successful implementation of the City Center’s general urban design patterns.
- To ensure that high quality development creates a vibrant, diverse, clean, safe, and premier destination with sustainable economic vitality.
- To create meaningful and active public places and public streets through effective design and proper placement

of buildings entrances, and landscape features.

- To ensure that building and site designs create a safe, attractive, and interactive street and parking environments for pedestrians, cyclists, and motorists.
- To ensure that the character of future development compliments existing uses and the scale of neighboring development.
- To allow designers and developers reasonable flexibility in the creation of specific designs to meet current and future market and economic realities.
- To create and maintain optimal economic and social value as these areas develop and redevelop over time.
- To see that vehicular access and parking needs are effectively addressed while any negative impacts on the urban form and pedestrian experience are minimized.

CHAPTER 2

DESIGN PROCESS



2.1 INTENT

To help ensure the implementation of high quality design in the City Center District and provide a streamlined approval process, a collaborative design approach is required as a part of the review of all development proposals. These Guidelines shall not apply to R-4.5\ PUD, Single-Family Residential District on the south end of the development. This process may include a number of design meetings with City staff, the Architectural Review Sub-Committee, GRAEF and other plan reviewers.

This design approach allows greater input from the City and plan reviewers at a very early stage in the design process. The intent is for developers, reviewers and the City to reach an early understanding of the important design considerations for each site in the City Center District.

In addition, these design meetings allow discussions with the developer and design team about the key design principles expressed in the PUD ordinance and City Center Design

Guidelines and how they can best be applied to specific site and building design proposals.

The process should result in building and site designs that better address the important design considerations of the City Center while allowing flexibility for developers trying to meet the needs of specific users. The outcome of these collaborative meetings should be designs that are strongly supported by City staff and plan reviewers and that meet the needs of the developers as they move forward through the City approval process.

2.2 DESIGN MEETINGS

The review process will involve a number of preliminary and ongoing working meetings between City staff, the Architectural Review Sub-Committee (ARC), City plan reviewers (GRAEF and others), and the development design team. The exact number of meetings will vary depending on the complexity of the project and effort needed to reach satisfactory design solutions. Generally, the following meetings will be required as part of the process:

Site Visit and Preliminary Design Meeting

Well before filing for Conceptual, Use and Site, or Architectural Plan Approval, a meeting should be set up with City staff, plan reviewers and possibly ARC members to discuss building use and preliminary plans. For this meeting;

- Visit the site to review building context and consider unique site constraints and opportunities
- Provide preliminary neighborhood context plans showing relationship of

site to surrounding streets, buildings and open spaces

- Provide preliminary conceptual site plan sketches to aid in discussions
- Establish key design issues and goals for the particular site and building designs

Working Design Meetings

In order to work out important design issues during the next phase of design development, there should be several working meetings between the developer, designers and key members of the design review team. For these meetings;

- Provide more detailed context plans showing relationship of the site to surrounding streets, parking areas, pedestrian connections, buildings and open spaces
- Provide site plan sketches, preliminary building design drawings and/or 3-D massing models (e.g. Sketch-up) to aid in discussions
- Incorporate design suggestions from plan reviewers, City staff and ARC
- Revisit site if necessary to aid in design review discussions
- Resolve all design issues during this working review process before preparation of submittal materials

Pre-submittal Review Meeting

After key design issues have been resolved, a meeting should be set up with City staff, plan reviewers and ARC members to review final submittal materials. For this meeting;

- Provide all submittal materials that are appropriate for the desired level of City approval (e.g. Conceptual, Site and Use, Architectural). City staff will advise regarding specific requirements.
- Provide final context plans, street elevations, and/or 3-D model to show how building and site design fits into the surrounding neighborhood context
- Resolve all minor presentation issues before submitting final materials for City approval

Approval Meetings

Several public meetings (e.g. Architectural Review Sub-Committee, Plan Commission, and City Council) may be required as part of the final City approval of the design plans. For these meetings;

- City staff and plan reviewers may attend to assist City officials in review and approval of the project.
- Public officials may require several conditions of approval

Design Detail Follow-up Meetings

Follow-up meetings with City staff and plan reviewers may be necessary to discuss and resolve any conditions of approval and finalize any outstanding issues.

In addition, all specific site, building, and landscape design details and materials must be reviewed and approved by City staff and plan reviewers prior to the beginning of major construction activity. This pre-approval of details and materials should allow for a more thoughtful consideration of the possible

alternatives and avoid rushed and compromised design decisions.

2.3 DEVELOPMENT REVIEW CHECKLIST

The following checklist should be used by designers, City staff and plan reviewers as a reminder of most of the important issues to be addressed by all design proposals. It should not be used as a substitute for the complete set of guidelines but rather as a short review of some of the key issues.

Use and Street Activation

- 0) Does the use create an active pedestrian street?
- 1) Does the street cross section (private or public) allow for on-street parking?
- 2) Is there a pedestrian entrance on each side of the facade?
- 3) Is there a public entrance along the street terrace?
- 4) If the building is at an intersection, how does it address activation at the corner?
- 5) Are public entries a distinguishable or prominent feature in the building's architecture?
- 6) If there is ground level commercial, does the street facade and those facing publicly accessible areas meet the 60% glazing requirement?
- 7) Does the design incorporate clear glazing rather than spandrel glass?
- 8) In cases where glazing and other above-mentioned methods are

not applicable, what alternative street activation features are incorporated?

- 9) Does the design provide outdoor gathering spaces?

Building Placement

- 1) Do the building and/or design elements create a continuous pattern along the street edge (Build-to Zone)?
- 2) Circulation
- 3) Does the design utilize shared access points and cross-access easements
- 4) Does the pedestrian & vehicular circulation create a connected network inside and between parcels?
- 5) Does the design utilize traffic calming methods to slow traffic and prevent vehicular / pedestrian conflicts?
- 6) Does the proposed circulation encourage safe pedestrian travel and connect to public networks?

Drive-Throughs

- 1) Is the design solution cohesive with the overall architectural treatment & minimize the overall impact on the urban experience?
- 2) Is it located in the rear or side of the building & screened from view of the street?
- 3) Does the layout and location allow for safe pedestrian and vehicular travel?

Service Areas

- 1) Is the service area shared with parking?

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

Parking Courts

- 1) Is the parking court located on under, behind and/or on the side of buildings and not at the intersection of two streets or between the building and street?
- 2) Is the layout comprised of simple geometric patterns that allow for safe movement of vehicles and pedestrians?
- 3) Does the parking court create an integrated vehicular/pedestrian space while still providing an aesthetic garden-like courtyard?
- 4) Is the parking court screened from public rights-of-way, public spaces and residential uses? What elements are used?
 - Landscaping
 - Decorative fencing/garden walls
 - Buildings
 - Other_____
- 5) Does the design incorporate shared parking and on-street parking to reduce the parking court footprint and overall requirements?

Landscape and Streetscape

- 1) Does the landscape design meet or exceed City standards and does it utilize approved plant materials?
- 2) Does the proposed landscape enhance the buildings and entries, help define outdoor space and screen unattractive features?
- 3) Does the landscape in the parking courts help define garden like outdoor spaces?
- 4) Are enhanced pavement materials, such as brick, pavers or textured concrete used at key locations such as crosswalks, sitting areas, & entries?
- 5) Does the design integrate planting areas or porous paving materials to help mitigate stormwater run-off?
- 6) Are bufferyards utilized between incompatible uses? Are they designed as garden-like elements?
- 7) Does the site design create meaningful open spaces such as parks, greens, and plazas that enhance the overall urban experience rather than a collection of leftover spaces which do not add significant value?
- 8) If garden walls or fencing are used as design elements, what types of materials are used? Do they meet standards created in the design guidelines?
- 9) If utilities are not buried, are they located in the rear of the building and/or screened from view?

- 10) Does the street frontage landscape compliment building architecture and create a rich and attractive street frontage?
- 11) Does the design utilize streetscape elements and landscape features to create a comfortable pedestrian zone along public rights-of-way and private streets.
- 12) Is the streetscape designed in a coordinated manner to match guideline criteria?
- 13) Does the landscape incorporate recommended or approved materials, site furnishings and other landscape elements?
- 14) Does the design incorporate pedestrian scaled and vehicular lighting of the recommended types?

Building Architecture

- 1) Does the architecture compliment surrounding uses and buildings?
- 2) Does the height of the building meet minimum and maximum requirements?
- 3) Does the design utilize higher ceiling heights and clerestory windows rather than excessively high parapets and opaque false second story windows?
- 4) Does the architecture utilize elements of rhythm, scale, massing and proportion to create an attractive and timeless design?
- 5) Does the façade use design elements to articulate and break up the building scale and massing?

- 6) Are high quality building materials used throughout the building?

Signage

- 1) Does the signage reflect and compliment design characteristics and materials of the building and neighborhood?
- 2) Does the sign fit within the elements of the building and is the scale appropriate to a pedestrian friendly environment?
- 3) Do the signs promote the retail establishments and enhance the overall pedestrian experience with interesting and decorative graphics and use of materials?
- 4) Is the sign constructed of durable materials?
- 5) If the sign is to be lit, does it utilize attractive fixtures and not distract vehicular and pedestrian vision?
- 6) Does the sign meet other design criteria as required in the Sign Design Guidelines?

CHAPTER 3

DESIGN GUIDELINES



3.1 USE AND STREET ACTIVATION

Land uses vary throughout the City Center District. In general, these guidelines apply to all of the possible uses within the district. However, application of the guidelines should be somewhat flexible in order to meet the various needs of the different building uses. Acceptable variations will be determined on a case-by-case basis.

In order to create a lively and more diverse City Center, a variety of land uses are allowed and encouraged. These uses include retail, office, residential and institutional. The creation of mixed-use multi-story buildings that create an active urban environment are strongly encouraged. Refer to the PUD ordinance and City Zoning Ordinance for specific use restrictions.

Objective

The creation of a lively, interesting and visually stimulating experience for pedestrians and

motorists helps to ensure the economic vitality of the corridor by creating a place where people enjoy living, shopping and working. The following elements are important features that help to activate the streets and create a vital and attractive environment.

Uses That Activate the Street

While the character and design of the building facade and circulation areas around the building are important, what takes place behind the facade is a critical factor in creating an environment where pedestrians will want to go. People want to walk and drive by buildings or places where they can look in and see something interesting or something that entices them inside. Examples of these active uses include shops, restaurants, lobbies, cafes, galleries, showrooms, beauty salons, etc. Office use can also qualify if active work spaces or main lobbies are located along primary pedestrian edges. Where possible, building uses that activate the street should be located directly behind glazed facades on the ground floor (fig. 3.1).



fig. 3.1 Active use along pedestrian edge

Parking on the Street

On-street parking helps enliven the street by allowing pedestrian activity to flow between the street edge and into the surrounding buildings and public spaces. Without on-street parking the street activity drops significantly and becomes focused only on the surrounding parking areas. To help create a lively and interesting street experience, where possible, on-street parking should be incorporated on all public and private streets in the City Center.

Pedestrian Entries

At least one pedestrian user entrance shall be provided along each of the street facades of each building along public streets. Entries on the sides of buildings within approximately 10 - 30 feet of the public street may fulfill this requirement if they are easily identified from the street and help enliven the pedestrian experience. Multiple street entries on public streets should be used on buildings with over 100 feet of frontage (fig. 3.2). If possible, pedestrian entries should be provided on the street for each distinct ground floor use (or tenant). Dominant corner entrances are strongly encouraged on corner sites.



fig. 3.2 Pedestrian entries for buildings over 100' in length

In addition, to street entrances, buildings will most likely incorporate pedestrian entries that face other parking areas. Care must be taken when designing interior and exterior spaces to

allow the successful integration and access to these multiple entries.

The major public entry should be a prominent visual feature of a building (fig. 3.3). This entry should be oriented toward a public place such as a public street or a public entrance plaza. The entrance should be designed so that it is easily identified and emphasized through the use of architectural details or special materials. Steps located along any street right-of-way must be set back at least two feet from the public sidewalk for safety reasons.

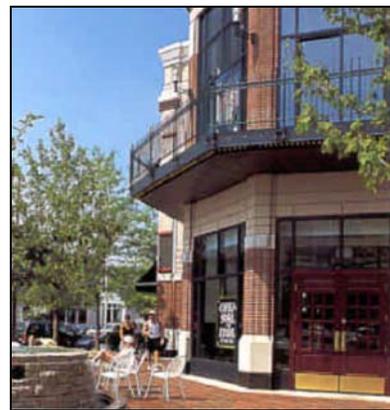


fig. 3.3 Entrance prominence

Mixed-use buildings with upper story residential or office uses are encouraged to have separate entries with access to the public street. Shared ground floor entrance lobbies are permitted for upper story uses.

Service entries and garage doors should be located away from public view to the greatest degree possible. They should be sited along alleys or in the rear of buildings and should not be located along street frontages unless no other access is available.

Street Level Window Glazing

Street level facades should include visual features and design details that enrich the pedestrian experience. One of the best ways to

activate streets is to allow passers-by (pedestrians or motorists) to view human activity inside the buildings that line the streets and public areas (fig. 3.4) and encourage “window shopping”.



fig. 3.4 Clear glazing allows views of active uses

To encourage this type of visual interaction, the guidelines require clear, non-tinted windows (glazing) along the street frontages of a building. The use of spandrel glass or opaque glazing is strongly discouraged and should be avoided in areas that are visible to the general public.

For ground floor commercial uses, the street facing and other facades adjacent to publicly accessible areas, clear glazing should account for at least 60% of the area between two to eight feet above grade. Extended clear glazing that exceeds this dimension (such as transoms and clerestories) is strongly encouraged. Due to various user needs, and site constraints, this requirement should be evaluated for appropriateness on a case-by-case basis.

For exclusively residential buildings, ground floors should be raised a half level (while resolving accessibility issues where applicable)

and the area where clear, non-tinted glazing should occur is between three feet to at least seven feet above the ground floor. The clear glazing zone does not include service entries.

Large areas of clear glazing should also be used on the upper levels of multi-story buildings. At minimum, every habitable room of each building should have at least one full-sized window on each exterior building wall.

The use of interior window screening materials such as mini-blinds or shades should be avoided or minimized on ground floor retail uses. Methods which allow visual interaction such as exterior awnings, canopies, or louvers are preferable methods of providing sun screening

Alternative Street Activation Features

At times, due to specific user or site constraints, it may be difficult to meet the 60% goal of clear window glazing for commercial uses. In those cases it may be possible to substitute certain alternate facade and/or building features to fulfill up to half of the 60% clear glazing requirement along the street and other frontages of a building (fig. 3.5).



fig. 3.5 Alternative street activation features

These features might include the following items: specialty wall materials, artistic non-commercial murals or posters, awnings, pedestrian arcades, canopies, special lighting fixtures, banners, projecting signs, punched window openings, hanging planters, landscaped planter beds, free standing moveable planters, arbors, trellises, benches, and landscaped seating niches.

The appropriateness of these or other activation treatments will be judged on a case-by-case basis during design review.

Gathering Spaces

Outdoor gathering spaces, such as cafes and restaurants with outdoor seating areas, should be visible from the public rights-of-way, adding activity and visual richness (fig. 3.6). Landscaped patio areas, pavilions, plazas or other well-defined seating and gathering areas need to be part of the plans.



fig. 3.6 Pedestrian gathering is encouraged

3.2 BUILDING PLACEMENT

Buildings that create a continuous linear street edge help promote pedestrian-friendly and socially active streets. In order to achieve this, buildings should be placed as close to the front

property line as possible. Buildings that front two streets should be placed as close to both property lines while not disrupting the vision triangles. When appropriate, setbacks should also allow sufficient space for a small but rich landscape or pedestrian paving layer. By reducing setbacks and providing landscape in this area, stronger street edges and corners are created.

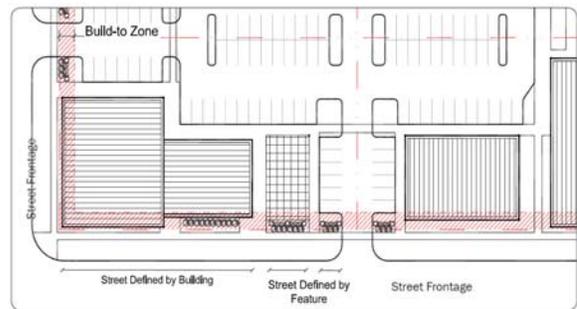


fig. 3.7 Build-to-zone along the street frontage

Build-to Zone

To help ensure that buildings are located near the street edges and corners of the building lot, a Build-to Zone is established for lots facing public and private streets (fig. 3.7). The Build-to Zone is the area of the lot that parallels the building edge between the building setback line and the right-of-way (public streets) or sidewalk (private streets). The facade is defined as any vertical, exterior face or wall of a building.

In general, 60% to 100% of the Build-to Zone on any lot should be defined by a combination of building facade and/or alternative physical features. When possible, building facades should comprise at least 60% of all street Build-to Zones (fig. 3.8). This guideline should be reviewed on a case-by-case basis to determine its appropriateness on any particular site.



fig. 3.8 Build-to-zone with continuous facade

At street corners, building facades should occupy 100% of the Build-to Zone within 50 feet of the property corner. At the option of the developer, or where vision triangles do not permit buildings to occupy the corner, a corner plaza or garden may be incorporated into the Build-to Zone.

Alternative physical features are intended to continue the street edge when circumstances prohibit the building itself from meeting the minimum Build-to Zone requirements.

Guidelines for alternate features depend upon the feature’s location relative to the street and the site buildings.

When the physical feature is adjacent to the building; outdoor seating areas, courtyards and other small gathering spaces enclosed with decorative fencing, low garden walls or landscaping features may count towards build-to requirements (fig. 3.9).

When the feature is separated from the building (by parking, drive lanes, etc); larger or more substantial features should be incorporated into the Build-to Zone. These features should be used in combination to

create a sense of massing through hierarchy and texture. The following features or combination of features may count toward build-to requirements: freestanding pergolas, arbors, arcades, garden walls, decorative fencing, formal hedges, rows of trees, or other street defining features (fig. 3.10).



fig. 3.9 Outdoor seating with a decorative fence as a street-defining edge



fig. 3.10 Build-to-zone with a combination of street trees, landscaping, benches, and garden wall

Designers have some freedom with the creative use of quality materials and methods that help achieve the goal of an attractive and lively street edge experience.

3.3 CIRCULATION

Vehicular Access

In order to provide safe and effective circulation for motorists and pedestrians, curb cuts should be kept to a minimum. By reducing the number of driveways and turning movements there should be fewer conflict opportunities between pedestrians and vehicles. To facilitate this, joint access drives are required to provide connections for multiple uses (fig. 3.11).

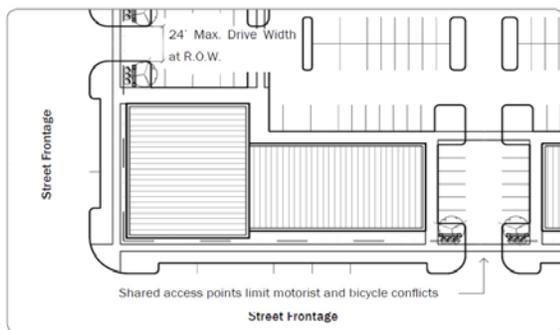


fig. 3.11 Vehicular access paths

At corners, reducing the presence of curb cuts, parking lots and driveways should make it easier for pedestrians to cross streets as the added complexity and threat from vehicles accessing parcels near intersections is reduced.

Further pedestrian enhancements like curb bump-outs, textured crosswalk pavement, median pedestrian refuge zones, tighter curb radii, and adjustments to signal timing can also improve safety for pedestrians crossing streets.

Due to the more intense urban character of the City Center District, it may be necessary to deviate slightly from established City circulation and access standards. There should be some flexibility to evaluate development proposals and approve configurations that meet the needs of the proposed developments without

undermining safety or general welfare of the public. Any exceptions to City standards must be reviewed and approved by the appropriate City departments and/or public officials.

The width of vehicular parking entries, curb cuts, and driveways should not exceed 24 feet in width where they cross public walks and property edges, except when deemed necessary to accommodate larger service vehicles etc. If wider drives are necessary they should incorporate landscaped medians with individual entrance and exit lanes.

Driveways should be paved in a manner that (a) slows traffic using the driveway and (b) does not intimidate pedestrians. Where driveways cross the sidewalk, the paving must remain at the same typical height as the adjacent sidewalks to create a level, non-interrupted path for pedestrians.

Pedestrian Circulation

A clear, safe, and complete pedestrian circulation system must be incorporated into all site designs within the City Center District. It should be a main priority in any site design to ensure easy and direct pedestrian access between public streets, parking areas, site buildings, and adjacent developments.

Pedestrian walks should be incorporated into all site plans. Walks at least 5 feet in width (10'-15' in front of commercial uses) should be provided between parking areas and buildings and within large parking areas (fig. 3.12). Head-in parking adjacent to sidewalks should provide wheel stops to prevent overhang of vehicles onto the sidewalks or provide a widened sidewalk space to allow adequate pedestrian access.



fig. 3.12 Pedestrian walk within a parking area

A sidewalk connection is required from all building entries directly out to the public sidewalks. Where possible in parking areas, pedestrian walkways should lead directly to building entrances and also connect directly to the street. The sidewalk connections should be designed in a manner that is distinguishable from vehicular circulation.

Pedestrian connections through the site should be designed in a manner to reduce the number of vehicular crossings. Walkways should be enhanced and buffered from parking areas with landscaping, decorative paving, and pedestrian-scaled lighting.

Clearly defined pedestrian connections are required between adjoining developments and neighborhoods in order to accommodate access between sites.

Bicycle travel should also be promoted through the use of permanent bicycle racks and bicycle paths that connect to the City’s multi-modal system where appropriate.

Drive-Through Facilities

Limited drive-through facilities may be allowed on a limited basis within the City Center if it can

be demonstrated that they do not detract from the desired “urban” identity of the district. Careful design and sensitivity to location is of utmost importance.

Drive-through facilities should be located only at the rear or side of buildings and should not be placed between a public street and the main building structure (fig. 3.13). In general, a separation of at least ten feet should be maintained between a drive-through canopy and surrounding property boundaries. Stacking distances should be minimized to only that which is needed to accommodate estimated peak demand without interfering with the free flow of auto or pedestrian traffic.



fig. 3.13 Drive through facility with remote kiosk located on the side of the building

Every effort should be made to coordinate and integrate drive-through facilities into the overall architectural treatment of the main building. Creative design solutions such as remote kiosks may be required to minimize the impact of the drive-through facility on the overall site design. Drive lanes should be significantly screened from public view with landscaping or decorative fences or walls. Substantial screening should be provided between drive-through facilities and wholly residential properties.

Clearly defined pedestrian crossings should be provided where walkways intersect drive-through access lanes. In all cases, drive-through facilities should be designed without endangering the public safety.

Service Areas

Given the tightly integrated urban environment that is envisioned for the City Center District, it may be necessary to relax typical City dimensional requirements relating to service and loading areas. In many densely developed areas these standards are often balanced with the priorities of aesthetics, parking, and other spatial requirements. Any deviation from City standards will require approval from appropriate City departments and/or officials.

Due to the urban character of the development, with parking areas at the rear or sides of buildings, there may not be adequate space to create loading areas that are entirely separated from parking areas. In these cases, every effort should be made to integrate a safe and well-organized loading area that allows for the coexistence of multiple uses. To reduce the amount of area dedicated to these needs, shared service areas between adjacent users and buildings should be allowed and encouraged throughout the development (Any residential units within a mixed-use building should be excluded from the building area for determination of loading dock requirements).



fig. 3.14 Service areas placed at the back of buildings

When possible, service and loading areas, trash receptacles, and ground floor mechanicals should be placed at the back or sides of buildings (fig. 3.14) and should be screened or located away from public sitting areas and screened from the public view including views from upper stories and higher elevations. Enclosures that are visible from upper stories shall be covered with an opaque screening on the top as well as the sides. Special care should be taken to locate trash enclosures so that obnoxious odors do not impact public areas.

When such elements are in public view, they should be considered as important visual features and designed with similar materials and design quality as the main buildings.

Decorative fencing/garden walls and/or landscaping should be used between any loading and service areas where they are adjacent to the public right-of-way or publicly accessible areas. Fencing or garden walls should be decorative, preferably with masonry piers at regular intervals. In addition, regularly spaced trees should be planted as part of the composition when space permits.

3.4 PARKING COURTS

Location

Parking areas should be designed to avoid adverse visual impacts to the landscape. Parking areas must be located under, behind and/or on the sides of buildings and should not be located between the street and buildings (fig. 3.15). They must not be located at the intersection of two streets. Limited exceptions to this standard may be considered if they do not significantly impact the overall urban form.

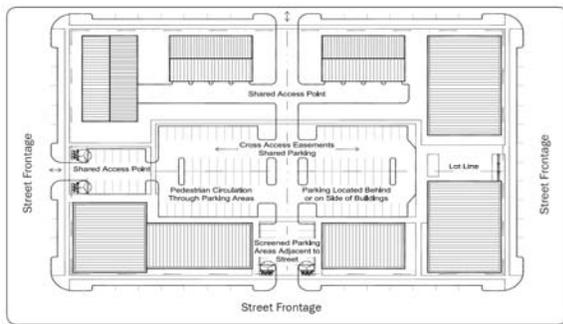


fig. 3.15 Parking court location, layout, and access

Layout

Parking areas should be laid out in simple geometric patterns that allow for safe movement of vehicles and pedestrians. Parking courts should be thought of as a type of public place, integrating shape, circulation, and aesthetics to create a garden-like courtyard environment (fig. 3.16).



fig. 3.16 Parking area arranged as parking court

Screening

Parking lots should be organized as simple geometric shapes with strong edges of landscaping, decorative fences/garden walls, lighting and/or buildings. This will reinforce the space as well as provide screening from adjacent rights-of-way, public spaces, and residential uses. All parking areas fronting public streets must be screened with approved features. All features counting towards the Build-to Zone requirements are acceptable screening methods. Garden walls or decorative fencing with landscaping features (trees, shrubs, etc.) are the preferred screening methods (fig. 3.17).



fig. 3.17 Parking screened with decorative fencing and landscaping

Joint Parking Lot Usage

Shared parking is a requirement with the City Center. To minimize unnecessary parking stalls and impervious surfaces, all parking areas must be designed to be shared among adjacent commercial, institutional, residential and mixed-use developments. These joint parking arrangements should count towards City parking requirements. Some amount of exclusive parking spaces may be reserved for residential uses within mixed-use and residential developments. Tastefully designed signs should be installed to alert users to the fact that all parking is shared throughout the City Center.

Cross-Access Easements

Since vehicular access points are limited, it is required that parking areas must be linked to adjacent users through cross-access easements. Vehicular access between adjacent sites should always occur, eliminating the need to return to the public street when visiting multiple adjacent sites. Parking areas that serve different buildings should be designed in a visually integrated and continuous manner.

Parking Standards

In general, current parking standards for proposed residential, commercial and institutional uses are outlined in the PUD and described in Section 275 of the City ordinances.

3.5 LANDSCAPE AND STREETScape

Landscaping Standards

Site landscaping should be designed to enhance the architecture, define outdoor spaces, and

integrate land uses. Landscaping should also be used to screen visually unattractive features and nuisances from public view.

Site designs should focus on the creation of meaningful and stimulating public places such as public plazas, village greens and patio areas that increase the value of surrounding properties and enrich the experience of those using the spaces.

Landscaping should be seen as a means to create and define publicly accessible open places, as well as a means to integrate the spaces between buildings. As water has become an increasingly important resource, landscape areas should also be seen as a means to filter, convey and infiltrate stormwater run-off. These areas should be designed in a manner consistent with surrounding landscape on the site.

All landscape sizes and methods should at minimum meet City standards. Larger plant sizes and denser plantings are strongly encouraged in the City Center to help create a higher value urban experience.

Standard Landscape Plant Palette

In order to create a coordinated landscaped environment throughout the City Center, a recommended plant palette has been established. The following is a list of recommended plant species to use in the City Center District. Final plant selections and exceptions to the list must be approved by appropriate City departments.

Street Trees

The following species are recommended as street trees within the City Center:

Windy City Hackberry (*Celtis occidentalis* 'Windy City')

Ginkgo (male only) (*Ginkgo biloba*)

Kentucky Coffeetree (*Gymnocladus dioica*)

English Oak (*Quercus robur*)

Bald Cypress (*Taxodium distichum*)

Little Leaf Linden (*Tilia cordata*)

Regal Elm (*Ulmus* 'Regal')

New Horizon Elm (*Ulmus* 'New Horizon')

Thornless Honeylocust (*Gleditsia Tricanthos* 'Inermis')

Callery Pear (*Pyrus calleryana*)

Lacebark Elm (*Ulmus parviflora*)

Canopy Trees

In addition to above listed street tree species, the following tree species are recommended as canopy/shade trees in other areas of the City Center:

Freeman Maple (*Acer x freemanii*)

Swamp White Oak (*Quercus bicolor*)

Red Oak (*Quercus rubra*)

Whitespire Birch (*Betula platphylla* var. *japonica* 'Whitespire')

Ornamental Trees

The following species are recommended for use as ornamental trees in the City Center:

Pacific Sunset Purpleblow Maple (*Acer truncatum* 'Pacific Sunset')

Serviceberry species (*Amelanchier* sp.)

Columbus Redbud (*Cercis canadensis* 'Columbus')

Pagoda Dogwood (*Cornus alternifolia*)

Crabapple species (*Malus* sp.)

Ivory Silk Dogwood (*Syringa reticulata* 'Ivory Silk')

Evergreen Trees

The following species are recommended as evergreen trees in the City Center:

White Fir (*Abies concolor*)

Norway Spruce (*Picea abies*)

Serbian Spruce (*Picea omorika*)

White Spruce (*Picea glauca*)

Eastern White Cedar (*Thuja occidentalis*)

Black Hills Spruce (*Picea glauca* var. *densata*)

Deciduous Shrubs

The following species are recommended as shrubs within the City Center:

Brilliant Red Chokeberry (*Aronia arbutifolia* 'Brilliantissima')

Black Chokeberry (*Aronia melanocarpa*)

Regent Serviceberry (*Amelanchier alnifolia*)

Hedge Cotoneaster (*Cotoneaster lucidus*)

Compact Deutzia (*Deutzia x lemoinei* 'Compacta')

Grow-Low Fragrant Sumac (*Rhus aromatica* 'Grow-low')

Compact American Viburnum (*Viburnum opulus* 'Compactum')

Judd Viburnum (*Viburnum x juddii*)

Arrowwood Viburnum (*Viburnum dentatum*)

Mohican Viburnum (*Viburnum lantana* 'Mohican')

Blackhaw Viburnum (*Viburnum prunifolium*)

Hardy Shrub Roses (*Rosa* Hybrids)

Pee Gee Hydrangea (*Hydrangea arborescens*)

Evergreen Shrubs

The following species are recommended as evergreen shrubs within the City Center:

Blue Chip Juniper (*Juniperus horizontalis* 'Blue Chip')

Hughes Juniper (*Juniperus horizontalis* 'Hughes')

Dwf. Japanese Yew (*Taxus cuspidata* 'Nana')

Taunton Yew (*Taxus x media* 'Tautonii')

Russian Cypress (*Microbiota decussata*)

Ornamental Grasses

The following species are recommended as ornamental grasses within the City Center:

Side Oats Grama (*Bouteloua curtipendula*)

Feather Reed Grass (*Calamagrostis acutifolia* 'Karl Foerster')

Blue Oat Grass (*Helictotrichon sempervirens*)

Red Flame Miscanthus (*Miscanthus sinensis* 'Purpurescense')

Cloud Nine Switchgrass (*Panicum* 'Cloud Nine')

Heavy Metal Switchgrass (*Panicum virgatum* 'Heavy Metal')

Dwarf Fountain Grass (*Pennisetum alopecuroides* 'Hameln')

Little Bluestem (*Schizachryum soparium*)

Prairie dropseed (*Sporobolus heterolepis*)



Purple Coneflower (Echinacea purpurea)

Perennials

The following species are recommended as perennials within the City Center:

Astilbe (*Astilbe* sp.)

Purple Dome Aster (*Aster novae-angliae* 'Purple Dome')

Purple Coneflower (*Echinacea purpurea*)

Johnson's Blue Geranium (*Geranium* x 'Johnson's Blue')

Daylily (*Hemerocallis* sp.)

Kobold Liatris (*Liatris spicata* 'Kobold')

Marshall Delight Monarda (*Monarda* 'Marshall Delight')

Russian Sage (*Perovskia atriplicifolia*)

Woodland Phlox (*Phlox divericata*)

Black-Eyed Susan (*Rudbeckia fulgida* 'Goldstrum')

Autumn Joy Sedum (*Sedum* 'Autumn Joy')

Vinca (*Vinca minor*)

Landscape in Parking Courts

Landscape in parking areas should not be limited to screening. Parking islands and perimeter plantings are a means of breaking up expansive areas of concrete and asphalt, reducing the heat and reflective quality of the hardscape. Combinations of trees, shrubs, perennials and turf grass should be used as a means of aesthetic improvements of parking lots (fig. 3.18). Use of the landscape in parking islands and parking lot perimeter for storage and conveyance of stormwater and snow should also be incorporated. Off-site snow removal may be necessary in the City Center.

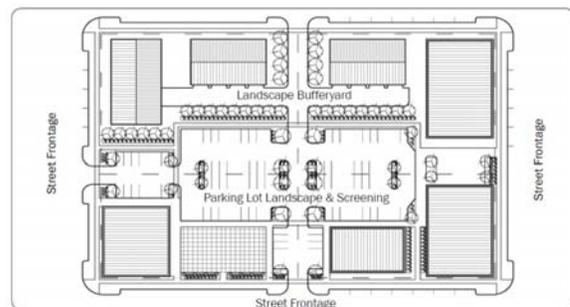


fig. 3.18 Landscape placement in parking areas

Paving in Parking Areas

In addition to landscape in parking areas, the use of enhanced paving materials for traffic calming and aesthetics is strongly encouraged. Hardscape materials, such as brick, pavers, stamped colored concrete should be added at entries, intersections and pedestrian connections (fig. 3.19). Use of porous materials for infiltration of run-off is strongly encouraged. The use of stamped asphalt should be avoided, especially in vehicular travel lanes. All paving materials should be coordinated throughout the development and must be approved prior to the start of construction.



fig. 3.19 Use of pavers and landscape in parking areas

Bufferyards

In general, substantial and attractive landscape buffers, or some sort of decorative and attractive screening, must be provided between adjacent non-compatible uses. This is particularly important where large scale commercial buildings are adjacent to mixed-use or residential buildings or neighborhoods. These surrounding residential uses should be adequately buffered from higher intensity commercial and mixed-use parking, loading and service areas.

The buffer at the edge of these districts should be reserved as a meaningful landscape area. Sufficient landscaping and/or decorative fencing or garden walls should be used in these areas to adequately screen the adjacent uses from the view of the residential properties. Consideration should be given to plant species to allow sufficient screening during the winter months.

While these features are referred to as bufferyards, they should be viewed as attractive garden-like features that integrate the surrounding uses. For example, one planting pattern might involve a double row of trees with a ground level hedge row and/or a decorative fence or wall. Earthen berms are less appropriate in this more urban setting and should be avoided.

Creating Outdoor Spaces

The creation of meaningful and useful outdoor areas, such as public greens, plaza, outdoor sitting areas, outdoor cafés, and beer gardens is required as part of all site plan designs in the City Center (fig. 3.20). Designers should organize open areas into meaningful places and avoid a scattering of left-over residual lawn areas.



fig. 3.20 Create meaningful public spaces

Landscaping elements should be used to create and define open places, such as small parks, plazas, and lawn areas on lots with sufficient space. This is particularly important on properties that have residential units. Groupings of landscape should also be used to define and enhance the entrances to buildings.

Garden Walls and Fencing

Decorative fencing and garden walls should be used throughout the City Center to help create, define, and shelter outdoor areas. All fencing and walls should be constructed with durable materials such as poured-in-place concrete, stone, masonry and metal elements consistent with adjacent architecture. Wood railings, wood skirting and wood decking should not be used on the street side edges of buildings or near publicly accessible areas.

Retaining walls and garden walls should be constructed of poured-in-place concrete, or stone and brick masonry. Wood retaining wall systems should not be used.



fig. 3.21 Parking screened with decorative fencing and landscaping

Where possible, the edges of public streets should be reinforced by the use of hedges, fencing or garden walls. The fencing/garden

wall should be decorative metal, preferably with masonry piers placed at regular intervals, entries and corners. In addition, regularly spaced trees, dense lower plantings such as shrubs and perennials should be planted as part of the composition when space permits (fig. 3.21). Trees should be deciduous with a higher canopy in order to maintain sight lines into and out of the site for safety issues.

Utilities

Where possible, utility services should be buried or located at the rear lot lines, or somewhere near the middle of the block, in areas that do not interfere with building or landscape features. Above ground utility facilities (e.g. transformers, junction boxes) that are overly obtrusive must be screened with decorative fencing, walls, and/or landscaping when possible.

The location of utilities often interferes with the placement of adequate landscape amenities. It is important to make every effort to locate utilities so they do not interfere with the placement of landscape features in important areas such as street terraces and public plazas.

Street Frontage in the Setback Area

Since many of the buildings within the district have a reduced setback from the public rights-of-way and private access roads, design principles should be incorporated to create a rich and attractive street frontage.

Commercial buildings which are set back, should include a mixture of streetscape elements and landscape features such as freestanding planters, benches or trees located in planters or tree grates (fig. 3.22).



fig. 3.22 Landscape features in front of commercial buildings

For residential buildings, a stronger and richer landscaped treatment should be used that creates a layering effect between the sidewalk and building edge. A landscape layer between the street and residential units adds value to the units and visual interest along the street (fig. 3.23).



fig. 3.23 Rich landscape layering in front of residences

Street frontage landscape should complement the building architecture and create a pleasant and attractive edge along the pedestrian walkway.

Street Frontage in the Right-of-way

The zone between the curb edge and the property boundary/right-of-way line is owned by the City of New Berlin. Access through the site also includes a number of private streets. Though these areas are not owned by the City, they should contain design elements that are consistent with the public network, such as street trees, sidewalks and on-street parking. The coordination of design elements within these areas helps create a more cohesive look and feel throughout the City Center District.

The following several pages provide general recommendations for streetscape treatments for several different types of street conditions. More detailed streetscape plans should be developed as part of all future road designs.

Intersection Node - Type 1 Design Elements

Type 1 Node treatment should be used where no vertical element is desired. Nodes should conform to vision triangle requirements per the City. Design components should include the following:

- Approved decorative paving
- 6' dia. x 18" ht. Concrete pots as focal elements inside the accent circles (fig. 3.24)

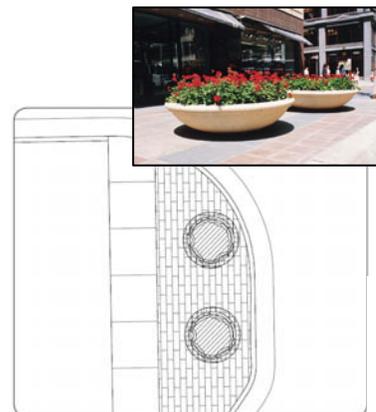


fig. 3.24 Free standing planters placed at accent circles

- Mix of ornamental grasses, perennials and annuals (18" ht. max.)
- Potential location for benches and other amenities

Intersection Node - Type 2 Design Elements

Type 2 Node treatment should be used where a vertical element is desired to help define the street edge. Nodes should conform to vision triangle requirements per the City Design components should include the following:

- Existing stamped asphalt and accent circles or other approved decorative paving
- 6' dia. x 18" ht. Concrete pot as focal elements inside the accent circles
- Canopy tree in circular tree grate or open planter (fig. 3.25 & 3.26)
- Mix of ornamental grasses, perennials and annuals (18" ht. max.)
- Potential location for benches and other amenities

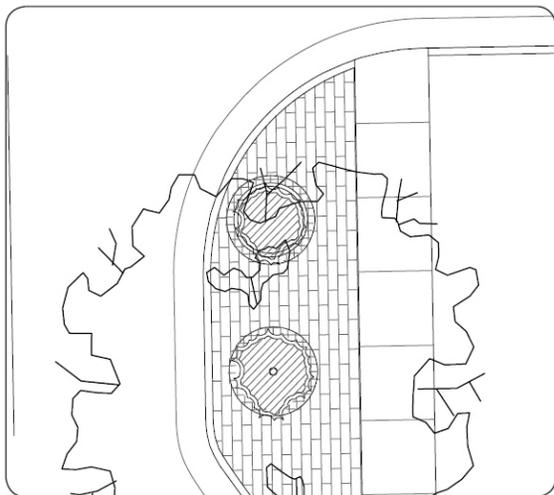


fig. 3.25 Tree grate and free standing planter at accent circles



fig. 3.26 Tree in ornamental grate with in-ground planter

Narrow Terrace Streetscape Treatments

Narrow Terrace Streetscape Treatments should be used along the narrow sections of Library Lane or other areas where 1-foot to 3-foot wide terraces are present. While Treatment Type 1 is strongly recommended, Type 2 may be substituted in areas where canopy or ornamental trees are located within 10 feet from the back of sidewalk or where street trees are not possible in the terrace.

Type 1 Design Elements: (fig. 3.27 – 3.30)

- Retain the 5-foot concrete sidewalk and stamped asphalt pavement in the terrace or replace asphalt and/or sidewalk with individual pavers or stamped concrete
- Place benches, bike racks and waste receptacles spaced at key locations along the street
- Place decorative pedestrian and street lighting along terrace at approximately 80-foot intervals

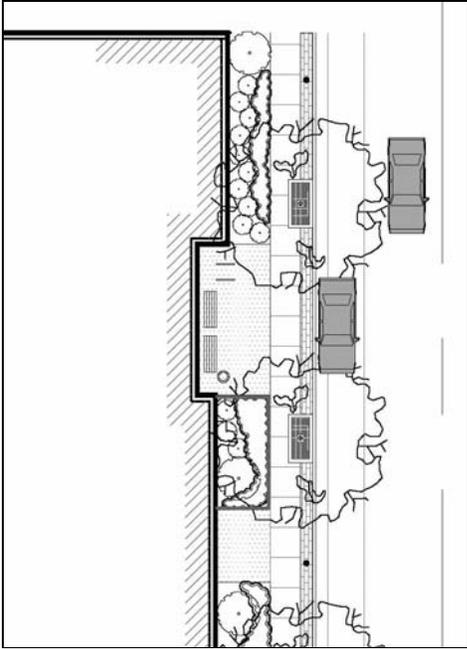


fig. 3.27 Plan view of Type 1 Narrow Terrace Treatment

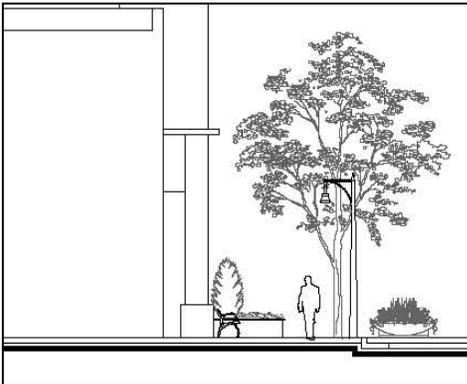


fig. 3.28 Section view of Type 1 Narrow Terrace Treatment

- Plant canopy trees in grates along street in terrace at approximately 40-foot intervals
- Use 3-foot wide ADA approved ornamental tree grates with adequately sized tree pits
- Place benches, bike racks and waste receptacles at key locations along the street
- Provide on-street parking



fig. 3.29 Narrow Terrace Treatment with trees in grates and pavers in terrace and sidewalk area



fig. 3.30 Narrow Terrace Treatment with street trees

Narrow Terrace Streetscape Treatments

Type 2 Design Elements: (fig. 3.31 – 3.34)

- Retain the 5-foot concrete sidewalk and replace asphalt and/or sidewalk with individual pavers or stamped concrete
- Place benches, bike racks and waste receptacles spaced at key locations along the street
- Place decorative pedestrian and street lighting along terrace at approximately 80-foot intervals
- Plant canopy or ornamental trees in planters, tree grates, or grass areas

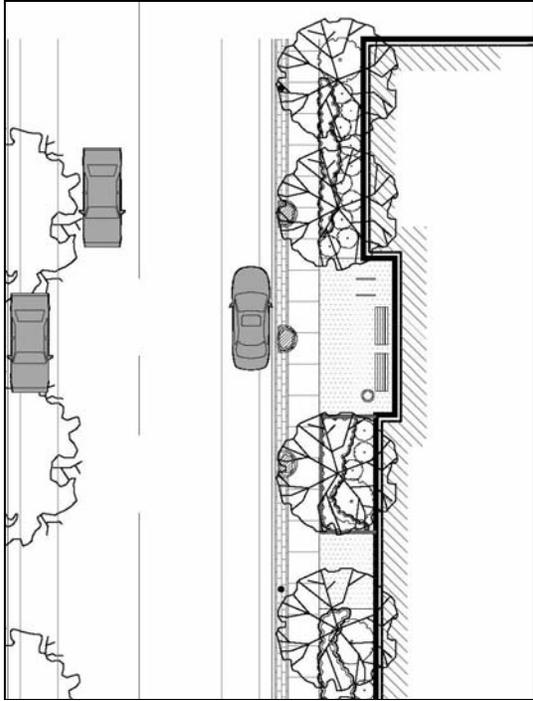


fig. 3.31 Plan view of Type 2 Narrow Terrace Treatment

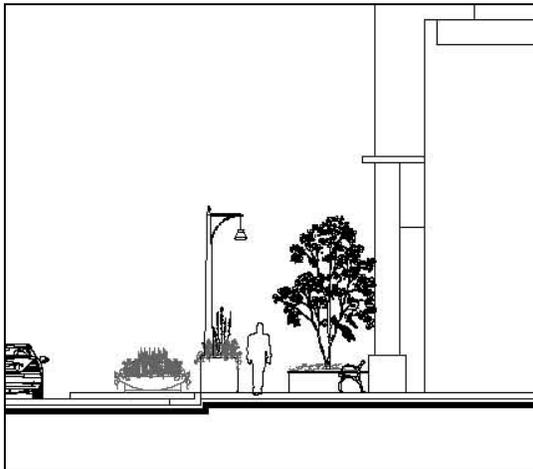


fig. 3.32 Section view of Type 2 Narrow Terrace Treatment

behind sidewalks along the front of buildings, parking areas or open spaces at approximately 40-foot intervals

- Place large concrete planters shaped to allow safe pedestrian circulation at approximately 20-foot intervals along terrace



fig. 3.33 Narrow Terrace Treatment with trees in planters behind the sidewalk



fig. 3.34 Narrow Terrace Treatment with planters in the terrace

- Plant a mix of ornamental grasses, perennials, and annuals in planters
- Place benches, bike racks and waste receptacles at key locations along the street
- Provide on-street parking

Widened Terrace Streetscape Treatments

Widened Terrace Streetscape Treatments should be incorporated on the existing sections of Michelle Witmer Memorial Drive, and when possible, on all future roads. Treatment Type 1

should be incorporated in active pedestrian zones that provide access to retail and civic activities. Treatment Type 2 can be incorporated along sections of roads that are adjacent to open spaces, residential uses, or other less intense pedestrian areas.

Type 1 Design Elements: (fig. 3.35 – 3.38)

- Provide a minimum 5-foot (min.) wide sidewalk
- Provide 5-foot (min.) wide terrace area paved with decorative pavers or other enhanced paving treatment
- Plant canopy trees at approximately 40-foot spacing along terrace areas in tree grates, in-ground planters, or raised planters
- Place benches, bike racks and waste receptacles at key locations along the street
- Place decorative pedestrian and street lighting at approximately 80-foot spacing
- Place large concrete planters with a mix of ornamental grasses, perennials, and annuals at regular intervals along street
- Provide on-street parking

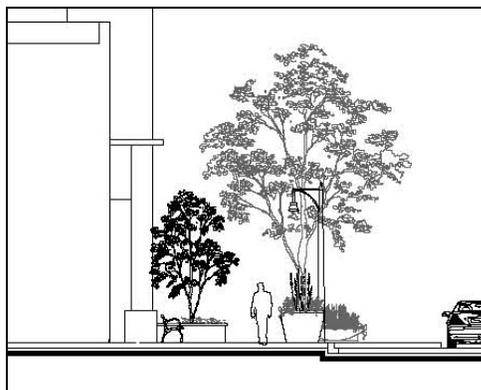


fig. 3.35 Section view of Type 1 Widened Streetscape Treatment

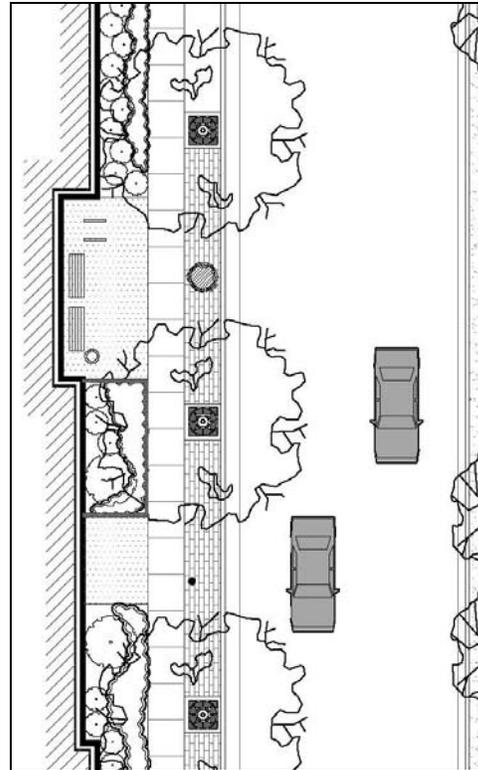


fig. 3.36 Plan view of Type 1 Widened Streetscape Treatment



fig. 3.37 Widened Terrace with decorative paving, tree grates, and other amenities



fig. 3.38 Widened Terrace with decorative paving, slightly raised planters, and other streetscape amenities

Widened Terrace Streetscape Treatments

Type 2 Design Elements: (fig. 3.39 – 3.42)

- Provide a minimum 5-foot (min.) wide sidewalk
- Provide 5-foot (min.) wide grassy terrace area
- Plant canopy trees at approximately 40-foot spacing along terrace areas
- Place benches, bike racks and waste receptacles at key locations along the street
- Place decorative pedestrian and street lighting at approximately 80-foot to 120-foot spacing
- Provide on-street parking near all potential pedestrian uses

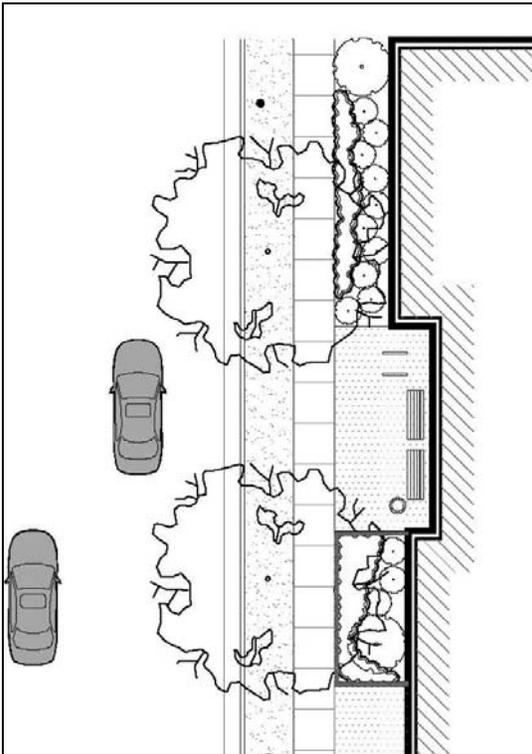


fig. 3.39 Plan view of Type 2 Widened Terrace Streetscape

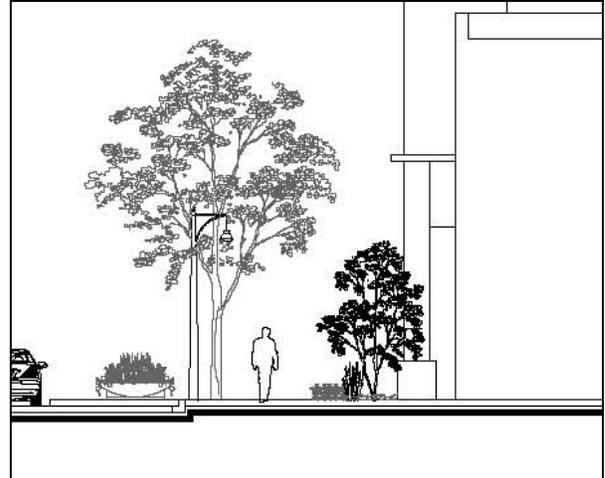


fig. 3.40 Section view of Type 2 Widened Terrace Streetscape



fig. 3.41 Type 2 Treatment with a pedestrian walk



fig. 3.42 Type 2 Treatment along a natural corridor

Boulevard Treatment

The boulevard along Michelle Witmer Memorial Drive should be considered as a key gateway feature of the newer City Center area. In addition to lighting, native plantings should be incorporated at key visual focal points. Not only will this provide an aesthetic gateway, but will help tie nearby natural areas into the City Center. Plant selection should reflect the City's desire to create a more native palette, create a regional feel and ease maintenance requirements.

Boulevard Design Elements: (fig. 3.43 – 3.47)

- Provide 25-foot (max.) vehicular lighting with City Center banners at approximately 80-foot to 120-foot spacing
- Provide City Center gateway monument sign
- Install public art at points along the median
- Plant ornamental trees spaced at approximately 20-foot to 40-foot intervals
- Create native planting beds with focal points and accents of vibrant colors of shrubs, ornamental grasses and perennials
- Replace existing blue grass turf with lower maintenance alternative
- Add concrete planter walls at key locations to create a more urban feel

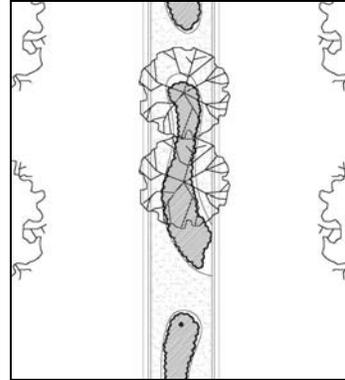


fig. 3.43 Plan view of Boulevard Landscape Treatment

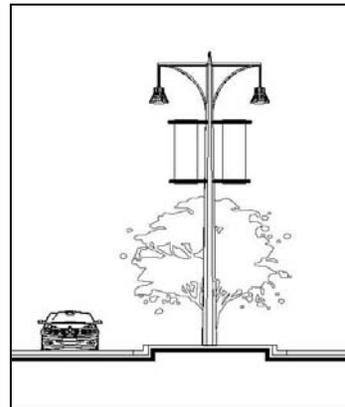


fig. 3.44 Section view of Boulevard Landscape Treatment



fig. 3.45 Boulevard Treatment urban character



fig. 3.46 and 3.47 Boulevard Treatment natural plantings

3.6 LANDSCAPE AND STREETScape DESIGN AMENITIES

Pedestrian experiences are greatly enhanced by the addition of certain landscape and streetscape amenities along the public streets and other public spaces. These amenities include such items as decorative lighting, benches, trash receptacles, planters, decorative paving, ornamental tree grates, bike racks, mailboxes, newspaper machines, banners, and public art. Recommended materials and treatments are included in the following pages. Specific selections of these items must be coordinated throughout the District and must be approved by the City prior to construction.

Lighting

Outdoor seating and other public areas should include pedestrian level lighting at comfortable illumination levels. Using pole-mounted fixtures and lit bollards to illuminate walkways is also an effective approach to defining the pedestrian zone and surrounding areas. All pedestrian scale lights do not exceed 15 feet in height (fig. 3.48).



fig. 3.48 Pedestrian scaled lighting with banners near outdoor sitting area

Outdoor site and parking areas should be well lit and provide a safe and inviting environment for users. To avoid the appearance of large

institutional lighting, care should be taken to pick poles and fixtures that are not overly tall or utilitarian. It is recommended that parking area lights not exceed 25 feet in height.

Where commercial uses are in close proximity to residential areas, site lighting for parking lots should be controlled to prevent excessive glare onto adjacent properties or the public-right-of-way.

Lighting fixtures should conceal the light source and provide diffused or soft reflected light.

When possible, site lighting should be coordinated with building lighting and be compatible with public right-of-way fixtures. All lighting, including external lighting of signage, should be a consistent color per development.

In general, site lighting should conform to City performance standards. Exceptions can be considered on an individual basis as part of the approval process.



fig. 3.49 Bollards used to restrict access to pedestrian area

Bollards should be incorporated as an accent for outdoor areas or to restrict vehicular access from pedestrian zones (fig. 3.49). Bollard

designs should reflect light poles and compliment surrounding architectural styles.

Standard streetlights and poles as approved by the City are recommended for use throughout the City Center District. Certain models of these poles and luminaries should be used on all new and existing public streets and other public areas.

Major Arterials

Highly traveled streets, such as National Avenue and Moorland Road should be well lit and publicize the City Center presence through use of banners. It is recommended that a street light similar to the model VR 304 or the VR 300 is used at a height less than 18 feet. Banners may be used on every other pole on both sides of National Avenue and on the east side of Moorland Road.

Parking Lots

Parking lots should use a decorative streetlight similar to model VR 300 or VR 307. Banners are encouraged to enliven these spaces, especially in front of shopping areas. Certain alternative pole and luminaires of equivalent quality and appearance may be substituted in certain parking and other private areas with approval of the City. Contact the City of New Berlin Department of Community Development for additional information.

Coffee Road and Michelle Witmer Drive

It is recommended that a tall streetlight with double luminaries, similar to those recommended for public parking lots be used for the center median of Coffee Road. These lights can be supplemented with a street light similar to the model VR 300 at a height less

than 18 feet. Banners may be used on every other pole on both sides of these streets.

Library Lane and other Local Roads

Standard pedestrian level street lights similar to model VR 300 at a height less than 18 feet should be used on both sides of the street with banners on every other pole.

City Center Plaza

Use of a significant street light, such as model VR 309 or 302, in and around the City Center Plaza will accentuate the special character of the place. When possible, banners should be used.

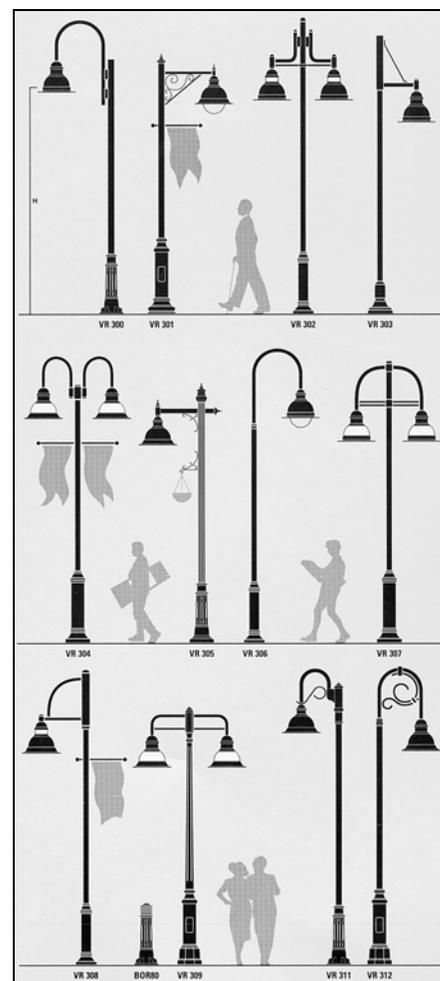


fig. 3.50 Example lighting configurations

Benches

Benches should be used at key locations throughout all pedestrian corridors. Actual spacing and location should be determined by uses as they develop in the District. In addition to benches in public spaces, such as along public streets and in public gathering areas, private pedestrian corridors should provide benches in areas adjacent to entries, plazas and open spaces.

All private and public areas should use the Victor Stanley Classic Series Models C10 or 138 benches as detailed on this page. Bench arms, legs and hardware shall be black in color and may use metal or wood slats. Other colors, styles and manufacturers may be allowed with City approval. Approved alternative choices shall be equal in construction, materials and reflect or compliment recommended designs.

Classic Series Model C10

- Cast from ductile iron, with manufacturer's warranty
- Powder coated steel or lpe slats
- Surface mounted

Classic Series Model 138

- Cast from ductile iron, with manufacturer's warranty
- Powder coated steel or lpe slats
- Surface mounted
- Model CL-138: Traditional ladderback design.
- Model C-138: Wood Slats or 2nd Site Systems® reinforced recycled plastic slats.
- Model CBF-138: Horizontal steel slats.

- Model CS-138: Horizontal solid steel rods.
- Model CR-138: Formed vertical steel scrolls.



fig. 3.51 Victor Stanley Model C10 with lpe slats



fig. 3.52 Victor Stanley Model CL-138 with lpe ladder back slats



fig. 3.53 Victor Stanley Model CS-138 with horizontal steel rods

Trash Receptacles

In order to reduce routine maintenance and litter that may occur, trash receptacles should be incorporated into key pedestrian nodes. Actual location will be determined by uses as they develop in the district. All private and public users should specify the Victor Stanley Ironsites Series as detailed on this page, however, other colors, styles and manufacturers approved by the City. Approved alternative choices shall be equal in construction, materials and reflect or compliment recommended designs.



fig. 3.54 Victor Stanley Model 138 waste receptacle

Classic Series Model 138

- Powder coated Steel
- Other standard features include a formed lid attached to the frame, a high-density plastic liner, and rubber-tipped leveling feet on the base.
- Optional side door openings with stainless steel hardware and locks
- Optional ash tray lid
- Surface mount

Planters

Planters should be incorporated to help create a more pedestrian friendly scale and improve green space and aesthetics in the District. No specific recommendations are given, however, design, materials and colors should be coordinated throughout the district and accent surrounding architectural character. Pots should be planted with a mix of grasses, perennials and annuals per the recommended plant list. Planters located in the right-of-way shall not obstruct pedestrian circulation or vision triangles as required by the City.



fig. 3.55 Examples of concrete planters

Pavement Colors and Patterns

Decorative paving materials are required in significant pedestrian areas such as crosswalks,

outdoor sitting areas and paved terrace areas. These materials improve aesthetics by breaking up large expanses of concrete and introducing an accent of color. In addition, this change of color and texture can become a visual cue of entries and plazas for pedestrians, as well as an indicator for vehicles of high traffic pedestrian areas.

Preferred materials for enhanced pavement areas include; stone, brick, concrete pavers and stamped colored concrete. Colored concrete shall have integral color and should not be used without a stamped pattern. Stamped colored asphalt is not recommended.

Colors for paving materials should match those currently used in the corridor as shown on this page. Variation from recommended colors and materials are allowed, but must be approved by the City. Alternative colors and materials shall blend or compliment with the existing palette and surrounding architecture.

In pedestrian corridors where the above options are not feasible, the concrete walk or terrace should incorporate features such as patterned sawcuts and window paning with stippling or heavy broom finish to break up the monotony of the concrete.

The use of loose gravel as a pedestrian surface or as planter bedding does not fit the urban character of the District and is discouraged in commercial areas.



fig. 3.56 Concrete pavers with concrete band accent



fig. 3.57 Sawcut pattern with window pane and texture



fig. 3.58 Recommended Color-crete colored concrete palette



fig. 3.59 Recommended concrete stamp pattern and color combination



fig. 3.60 Example brick patterns and colors

Tree Grates

Tree grates are used as an alternative to planting beds in active pedestrian sidewalks and areas with a narrow terrace. In addition to the ornate aesthetics, tree grates can allow more efficient pedestrian use, allow ADA accessibility and protect the tree roots and root ball from damage of pedestrians and maintenance equipment. In order to provide adequate room for a healthy root structure, it is recommended that the pit for the tree grate be no less than 75 - 125 cubic feet. Tree pits should provide adequate subsurface drainage and in some cases may require structural soils to allow sufficient growth space under paving for tree root growth.



fig. 3.61 Tree grates with decorative paving



Parkway design by Ironsmith

Starburst design by Ironsmith

Bike Racks

Bike racks should be located in private and public spaces throughout the corridor. In addition to major building entries, other key locations should include intersections where bike lanes or bike paths connect to key pedestrian areas. Styles should reflect the “U”

or “Post” rack designs. Selected colors should reflect other site amenities and compliment surrounding architectural character.



fig. 3.62 Post bike rack design



fig. 3.63 “U” bike rack design

Mailboxes

Private mailboxes that are visible from the public rights-of-way or parking areas shall be shielded or of a decorative style that reflect the architectural character of the City Center and clustered whenever possible. Non decorative cluster box units shall be placed in the interior or screened from public view. Public drop boxes will be allowed within the rights-of-way. Placement of public drop boxes should not impede vision or flow of pedestrian traffic.



fig. 3.64 Decorative style clustered mailbox



fig. 3.65 Cluster box units should be placed in interiors or screened from public view

Newspaper Vending Machines

Newspaper Vending Machines may be located at key pedestrian nodes throughout the corridor. Boxes should be aluminum or steel and reflect style of surrounding streetscape amenities and can be freestanding or wall mounted. The rear and sides of newspaper vending machines shall be screened with wrought iron or ornamental screening or built into a decorative enclosure. No plastic vending machines or screening structures shall be permitted.



fig. 3.66 Decorative style clustered newspaper box enclosure



fig. 3.67 Decorative screen for newspaper boxes

Banners

Banners shall be incorporated into all light poles with banner arms. In addition to banners with the City Center graphics and logo, banners should display street and block addresses, surrounding users, civic events and holidays. Surrounding businesses in the City Center should be encouraged to “adopt a banner”.



fig. 3.68 Examples decorative banners

Public Art

Both permanent and temporary art installations are encouraged in public and private open space, including parks, plazas, medians, terraces and building entries. Scale and materials should be appropriate for each location and should not impede vision or pedestrian circulation.



fig. 3.69 Examples of public art

3.7 BUILDING ARCHITECTURE

Building Height

Building heights are regulated to ensure the safety of the public, create streets that are in keeping with the character of surrounding development, and establish a strong street edge along the public right-of-way (fig. 3.70). Maximum building height within the City Center District ranges from 35' to 40', with maximums of 45' and 50' if conditionally approved by the Plan Commission. Refer to the PUD ordinance for detailed restrictions.

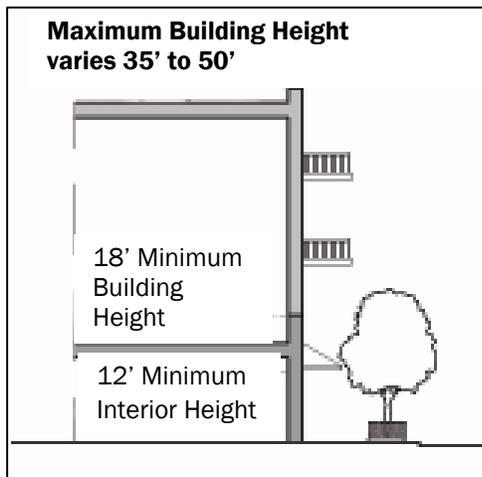


fig. 3.70 Building height

The overall minimum height of a one-story commercial building must not be less than 18 feet from finished floor to the highest point on the facade of the building. Excessively high parapets and opaque false second story windows are strongly discouraged as methods to increase the overall building height. A preferred method is to use a taller interior space with transparent clerestory windows that allow for the transfer of light and activity between the inside and outside of the building. In any case, the ground floor of commercial spaces should not be less than 12 feet from

finished floor to finished ceiling. Also, to allow for possible future building adaptation, the ground floor of residential buildings should be a minimum of 10 feet from finished floor to finished ceiling.

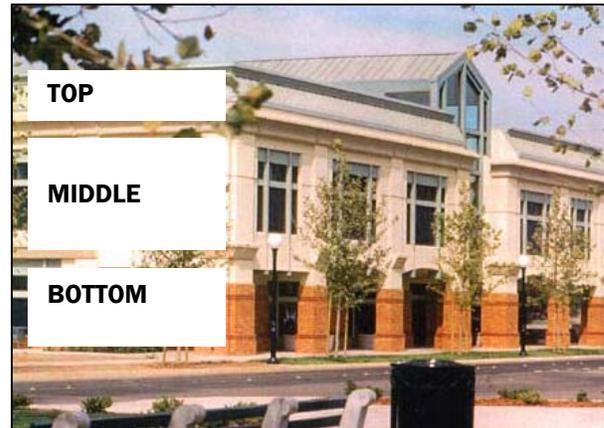


fig. 3.71 Building composition illustrating tripartite sections

Building Composition -- Base, Middle, Top

Building facades should be composed to define base, middle and top elements (fig. 3.71). The base of the building anchors it to the ground. The base is the interface between the building and people, and should be highly articulated. The transition between the middle of the building and the other levels should be articulated by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale and character to a facade. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette.

Rhythm

In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building's repetitive structural bays, with the end bays given special identity. This

articulation of the facade helps provide scale by breaking the facade into smaller visual parts (fig. 3.72). The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade. The building's structural column lines should in some way be evident or expressed on its facade.



fig. 3.72 Vertical bay repetition

Scale

In addition, distinctive compositional elements of buildings (entries, structural bays, roof elements, etc.) should be distinguishable from a distance of both near and far. The size and shape of these elements should give the building scale to relate to pedestrians as well as surrounding buildings.

Massing

Large buildings should include some smaller masses and forms to give the building a more intimate scale and visual richness. Techniques include using recess/projections, creating distinct building components, and by occasionally varying roof forms.

Proportion

Building massing and components should demonstrate consistent dimensional

relationships between one another. Proportion in architecture is the consistent numeric ratio of two opposing dimensions, such as height to width, throughout various building components (fig. 3.73). The use of proportion is intended to provide a sense of visual harmony among elements of a building.

A well-proportioned building has component parts (windows for example) that have the same proportion as the other parts, (structural bays, panels, facades zones, etc.).

Generally, buildings with vertically proportioned components (height greater than width) are encouraged to avoid squat-appearing buildings. Exceptions to this can be considered if it can be shown that horizontal proportions help achieve a particular design theme (e.g. prairie style).



fig. 3.73 Building proportion

Facades

Building elevations should be articulated in ways that give the appearance of multiple facade layers, add depth and avoid the appearance of flat facades (fig. 3.74).

In accordance with the PUD ordinance, no more than 50' linear feet of any one facade shall be in the same plane.

Suggested techniques include: setting windows back from the exterior wall plane; adding

decorative elements such as oriels, pilasters, turrets, cornices, lintels, sills, awnings and canopies; expressing structural columns through changes of plane; creating arcade walkways; and extending roof eaves.



fig. 3.74 Façade layers

When dissimilar materials of the exterior cladding meet, a distinct variation in surface plane should be present.

The use of awnings, canopies, lighting fixtures, and hanging planters is also encouraged to help create a more human scale to the building (fig. 3.75). Awnings and canopies should be constructed of high quality durable materials such as decorative metal, glass, or heavy canvas mounted on rigid frames. These elements may be allowed to encroach into the public rights-of-way if approved by the appropriate City department.

For residential uses, balconies, French windows, bay windows or similar features are encouraged on all units above the building base. These features can further activate the street and provide articulation and interest to the upper facade. Facade features encroach into the

public right-of-way as regulated and approved by the City.

Where parking structure facades are open for ventilation purposes, they should not have long, horizontal openings. The facade should establish a vertical pattern or create gridded or punched window-type openings in order for the facade to maintain a sense of scale and vertical proportion. Sloping floors should be covered by the facade of the building.

Where possible, doors to underground garages should be placed away from the view of the general public. They should be recessed or screened as much as possible to minimize their visual impact. They should be designed with paneled or articulated surfaces and should include glazing when possible.

Mechanical equipment should be screened from the street and from above as much as practical. Mechanical penthouses should be clad with material consistent with the overall design of the building.



fig. 3.75 Awnings provide visual interest

Building Materials

Enrichment of the pedestrian realm requires building materials (especially at the street level) to be of high quality. All facades of buildings,

especially along public streets and at key building corners, should be constructed of high quality building materials. Examples include brick, stone, decorative concrete masonry units, or other creatively used high quality and durable building materials (fig. 3.76)



fig. 3.76 High quality building materials

The PUD specifies the following materials and treatments:

- Building facades shall be a blend of historic city street commercial architectural styles.
- Four-sided architecture shall include using brick or stone facades.
- Decorative finished block systems can be used along the base, but shall not represent more than 15% of the total perimeter of any one structure or structures.

It may be possible, with proper City approvals, to use a small amount of materials such as EIFS, stucco, or decorative metal or concrete panel systems as accent materials in a building design. Generally, these materials should be used on the upper areas of the building in amounts not

exceed approximately 5% -10% of the total building facade.

Building Lighting

Appropriate illumination of a building and adjacent spaces can emphasize building elements and spaces, while creating a sense of security and intimacy. The use of several types of lighting can encourage evening activity (fig. 3.77 and fig. 3.78).



fig. 3.77 Building lighting helps create night activity in and around buildings and gives a sense of security



fig. 3.78 Pedestrian scaled lighting on building

3.8 SIGNAGE

The following guidelines are a supplement to the City Center Sign Guidelines, Exhibit I. Please refer to Exhibit I for additional standards.

Objectives for Signage

Appropriate and tastefully designed site and building signage is an important component of the aesthetic appeal of the City Center District. Poorly composed, garish, and improperly located signs can ruin the look and feel of an otherwise attractive area.

Signs should reflect certain design characteristics of the buildings. They should ideally be in relative scale to the size of the establishment. Maximum sizes for signs in the City Center will be governed by the City Center Sign Guidelines. Exceptions to sizes may be considered as part of a coordinated sign plan on a case-by-case basis.



fig. 3.79 Creative sign adds to the retail experience

Signs should reflect and enhance the nature and appeal of the retail and commercial experience (fig. 3.79). They should not interfere with pedestrian and vehicular traffic. They should be designed with the purpose of promoting retail

and street activity while enhancing the pedestrian experience.

Building signage should be integrated into and designed to be consistent with the building facade (fig. 3.80). Signs should fit within and not overwhelm the architectural features of the buildings.



Signs should harmonize with their surroundings in terms of size, shape, color, texture, and lighting so that they complement the character of the neighborhood. The creative use of materials, lettering, and interesting use of graphics is allowed and encouraged if the signs work well and complement the overall building and street design.

Types of Signs

There are several types of signs that should be considered:

- Business signage should be wall mounted (projecting or flat), monument (if located away from the building), window, canopy or awning style.

- Ground mounted or monument type signs can be used to identify a single user or a group of tenants in the development. They should be integrated with the design of the buildings and/or landscape features (fig. 3.81).
- Cluster monument signs must be approved as part of a coordinated sign plan for a group, block or neighborhood development. Exceptions to the maximum number of cluster signs and suggested locations shown in the Sign Guidelines may be allowed if approved by the City.
- Billboard style wall-mounted and roof mounted signs are not allowed.
- Temporary A-frame or sandwich board signs are allowed for establishments with outdoor dining or display, but must be removed at the end of the business day.
- Informational directory, public parking, and other directional signs in or out of the public right-of-way are allowed as part of a coordinated sign plan if approved by the City.
- All other signage should be consistent with City Center Sign Guidelines and is subject to the City’s sign permitting process. Possible exceptions to the Sign Guidelines can be considered as part of the sign permitting process.



fig. 3.81 Cluster Monument Sign with City Center graphic

Signage Details

Signs should be professionally constructed using high quality materials such as metal, stone, tile plastics, composites, brass/metal plate, hardwood, and glass and maintained in a “like new” condition. Signs with overly bright colors, and extremely large letters are not allowed. In addition, signs with distracting elements, such as flashing, scrolling, or blinking are not allowed.

Addresses should be clearly visible from the public right-of-way and meet City standards. The use of tastefully designed pedestrian scale directories is encouraged for multi-tenant buildings. Letters can be illuminated internally or externally. External lighting must be discrete and unobtrusive, and not shine outward into the pedestrian or driver vision path or obtrusively into adjacent properties. Fixtures should be simple, but attractive. Lighting signs and letters should be done in an attractive and subtle technique.

The sign face should be primarily illuminated from an external lighting source, but may also incorporate additional lighting applications. It is not recommended that the entire face area be

backlit. Individual letters that are backlit, halo-lit, reverse illumination channel letters, and neon are encouraged (fig. 3.82). Glaring and directed spotlights are not acceptable; lighting must not affect neighboring businesses. The background fields of box signs should not be internally backlit. Wiring, electrical connections, transformers, conduits, and races should be concealed as much as possible.



fig. 3.82 Neon sign integrated with the architecture

Exhibit I
CITY CENTER SIGN GUIDELINES
(see separate hand-out)

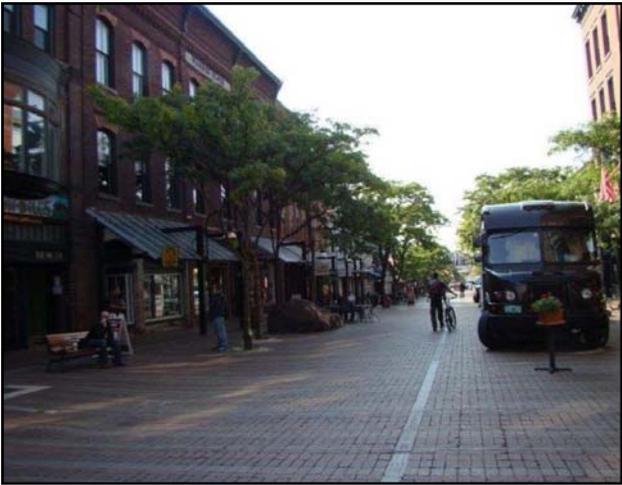
The City Center Sign Guidelines as approved by the Plan Commission on 6/6/2005 via PC Resolution #05-02 have been amended by the Plan Commission on 5/2/2011 via PC Resolution #11-01. They independently stand alone and are being incorporated here as a reference and ease in use of the PUD document.

Any inconsistencies between the City Center Sign Guidelines (as attached as Exhibit I) and the PUD shall be reconciled in favor of the PUD.

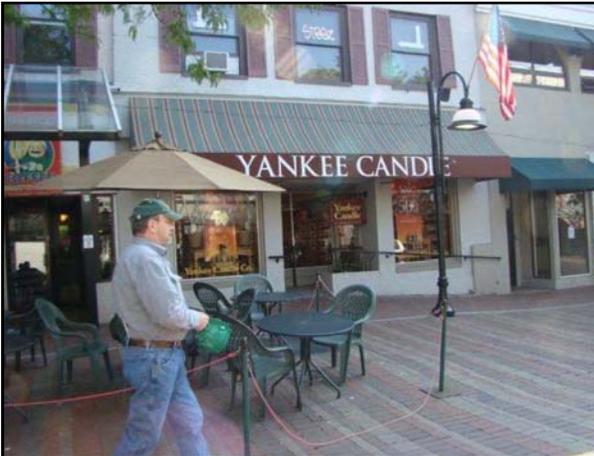
**Exhibit J
DEVELOPMENT PHOTOS**

**Burlington,
Vermont**





Intercourse/Lancaster, Pennsylvania
Kitchen Kettle Village





SECTION III

This ordinance shall take effect upon the passage and publication as approved by law, and the City Clerk shall so amend the Code of Ordinances of the City of New Berlin, and shall indicate the date and number of this amending ordinance therein.

ADOPTED by the Common Council this 26th day of September 2000, and revised this 13th day of March 2001. PUD revised text adopted by the Common Council on 2nd day of August 2011.