

Rural Commercial Design Guide



City of New Berlin
Wisconsin

Prepared by the Department of
Community Development
for adoption by the Plan Commission
April 2001

ACKNOWLEDGMENTS

Mayor

Honorable James E. Gatzke

Plan Commission

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Prepared By:

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We would like to extend our gratitude to the Mayor of the City of Muskego, David De Angelis, his Task Force on Economic Development, the Plan Commission, and the Planning Staff for providing us with the "Durham Hill Design Guide" which serves as the backbone for this document.

Cover:

Copula Tower – *Is located within the Prospect Hill Historic Park on National Avenue just West of Racine Avenue. The tower was formally a part of the Franciscan Sisters Ozanam home (1955-1989). Originally built as Milwaukee Children's Hospital Annex (1931-1955) 2240 S. Moorland Road, New Berlin, Wisconsin. The tower was moved to this site on January 31, 1992 and designated a New Berlin Landmark on April 2, 1992.*

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RESOLUTION #PC 01 - 03
APPROVAL OF THE RURAL COMMERCIAL DESIGN GUIDE AS
A REFERENCE SOURCE FOR FUTURE DEVELOPMENT

WHEREAS, Under direction of the Plan Commission the Department of Community Development has prepared a document titled, Rural Commercial Design Guide (Guide), to serve as a reference source in directing and reviewing future development for citizens, development professionals, and the Plan Commission.

WHEREAS, Said Guide sets a minimum design standard for building, site, and operation plans that are to be submitted to the City for more complete and accurate Use, Site and Architectural review by the Department of Community Development and Plan Commission.

WHEREAS, Said Guide is prepared under the authority of Section 62.23 of Wisconsin State Statutes, Sections 17.02 (2) and 17.04(8) of the City of New Berlin Zoning Ordinance, and the Growth and Development Master Plan Update 2000 as deemed necessary to promote the public health, safety, and welfare of the City of New Berlin.

WHEREAS, Said Guide will be reviewed and updated by staff by December 31, 2003 to make corrections and changes based on feedback from the community, the Common Council and the Plan Commission.

THEREFORE BE IT RESOLVED, That the Plan Commission hereby adopts the Rural Commercial Design Guide to be used as a reference source for guiding and reviewing future development for citizens, development professionals, and Plan Commission members of the City of New Berlin.

Passed and adopted by the Plan Commission this 16th day of April, 2001.

APPROVED:

Mayor James E. Gatzke

Countersigned/Certified:

Gregory W. Kessler, AICP
Director, Department of Community Development
Plan Commission Secretary

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SECTION 1

PREAMBLE

1.01 AUTHORITY

The Rural Commercial Design Guide (Guide) is prepared by the Department of Community Development for adoption by the Plan Commission of the City of New Berlin, and for transmittal to the Common Council of the City of New Berlin, pursuant to Section 62.23 of the Wisconsin Statutes and further express the concepts, rationale and intent employed by the Plan Commission and the Community Development staff when applying the City of New Berlin's Zoning Ordinance, and The City of New Berlin Comprehensive Land Use and Urban Design Plan (as revised in 2000), deeming it necessary to promote the public health, safety, morals and welfare of the general public.

1.02 PURPOSE

The general purpose of this Guide is to aid the Community Development Staff and Plan Commission in the planning, design and re-design of the built environment of the western part of the city (as defined in Section 2.01(A)) so as to enhance and unify its visual character while avoiding monotony and repetition. These standards will also assist in fostering sound, functional, attractive and quality development. The provisions hereof shall be liberally construed in favor of the City and shall be considered as minimum requirements for the rural commercial areas of the city.

1.03 SCOPE

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

1.04 CITATION OF GUIDE

This guide shall be cited as follows, e.g.: Rural Commercial Design Guide, Section 3.01.

SECTION 2
GEOGRAPHIC AREA

2.01 RURAL COMMERCIAL AREAS

- A. Area.** The Rural Commercial areas shall be defined as generally, those areas west of Calhoun Road from the southern boarder of the city (College Avenue) to Cleveland Avenue to the north. See Appendix A for the geographic boundaries.
- B. Intent.** The Rural Commercial areas should maintain the “rural theme” in designing retail and office oriented developments that emphasize the rural surroundings and historical origins of the area. The area shall strive to retain and encourage small business and office developments, providing safe and convenient pedestrian access as well as quality visual appearances are the main goals.

Future retail and office development shall adhere to the underlying zoning and be approved by the Plan Commission using the design standards located in Section 3.01.

**SECTION 3
DESIGN STANDARDS**

3.01 GENERAL REQUIREMENTS—RURAL COMMERCIAL

A. Applicability. To advance the ideals of this Guide, the following design standards are implemented in the defined Rural Commercial areas. These standards shall apply to all development and re-development of business and office developments within its boundaries, unless otherwise specified by the Plan Commission.

B. Buildings.

Buildings shall be constructed to be harmonious with their natural and built surroundings while avoiding repetition and monotony. Building designs shall utilize materials that reflect a rural character. Cedar or clapboard siding, stone and brickwork or other comparable materials that achieve the same quality in appearance are acceptable. Aluminum and vinyl siding shall be prohibited. New buildings shall correspond in height, width, proportion, relationship to street, roof forms, composition, rhythm, proportion of openings, materials and color to the other buildings in the district. All designs are subject to review and approval by the Department of Community Development and Plan Commission. Plans should show building elevations of structures to either side of the proposed structure, and must show the compatible scale.

Floor heights on main facades shall appear visually in proportion to those of adjoining buildings. There should be no more than one story difference between a new building and those on either side. New buildings shall reflect the characteristic rhythm of facades along the street. If the site is large, the mass of the facade can be broken into a number of smaller bays. The characteristic proportion (relationship between height and width) of existing facades shall be maintained. Business-type buildings should be closer to the front lot line with less setback not to exceed that of existing structures.

Upon a minimum of four affirmative votes of the Plan Commission members, designs which present variations on the standards expressed in Section 3.01.B. may be permitted if it is found that:

- a. The proposed design sets an exceptional standard whose design, quality, longevity, durability and value will equal or exceed that which this document endeavors to promote, and
- b. The proposed design will not create substantial detriment to adjacent properties, and
- c. The proposed design will not establish an undesirable precedent.

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A quality design that maximizes the value of the proposed project, while protecting or enhancing neighborhood values is required. Four sided architecture that utilizes similar building materials and design for all sides of a proposed structure is required.

- C. Roofs.** Mansards, pents (lean-to), gambrels or other roof shapes not characteristic of the architectural area shall not be allowed. Rolled roofing, tar and gravel and other similar roofing materials are prohibited except that such materials may be used on flat or slightly sloped roofs which are not visible from the ground.

Roof top mechanical installations shall be appropriately screened so as to block the view from adjacent streets and properties. Such screening shall match or complement the overall theme of the building.

- D. Colors** utilized in the project design shall be non-fluorescent. Earth tones such as grays, browns, greens, and tans are encouraged. However, all proposed color schemes shall be reviewed on their individual merit based upon building design, building materials, longevity of the color choice(s) (fad/non-fad), statement in relation to overall theme, character and color of adjacent structures, mass/size of the proposed and adjacent structure(s), and unity with existing structures on the project site.

- E. Parking Areas** shall be located to the side or behind buildings. The perimeter of the parking lot shall provide for a lawn area in which trees (planted at a maximum spacing of 20 feet) and shrubs will be planted so as to allow ample snow storage capacity yet avoid damage to plantings from same. Parking shall meet the requirements of § 17.08 (6) in its entirety.

- F. Landscaping** shall be designed to complement the built and natural environment of the subject project and adjacent sites. Existing tree lines should be preserved. If removal of existing tree lines is required due to its undesirable nature, new planting that results in no less of a screening effect shall be required when adjacent to residential uses. Landscaping and buffering shall meet the requirements of § 17.08 (5) in its entirety.

- G. Signage** shall be designed in unity with the building design through the use of the same or similar materials and colors. Ground, monument signs, or wall mounted signs made of wood, hanging from a wooden or wrought iron mount are acceptable. Signs that suit the architectural features of the building are acceptable. Neon tubed exterior accent light, external neon tubed signs and internally illuminated signs are not permitted. Signage shall meet the requirements of § 17.08 (10) in its entirety.

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H. Lighting shall be down cast, zero degree tilt, cutoff, high pressure sodium fixtures not exceeding 15 feet in height (including the light pole base and/or pedestal). Lighting shall be positioned so as not to cause glare on adjacent properties and streets. At a minimum, site lighting marking the entrance to businesses shall match or complement that which may be chosen by the City as standard decorative street lighting. Site lighting shall meet the requirements of § 17.08 (9) in its entirety.

Uniform, decorative street lighting that promotes the character of the area and adds aesthetic value shall be used. A black, cast iron, fluted post with a simple lantern luminaire is ideal. See Appendix B for further examples.

I. Cross Access to and between neighboring properties shall be implemented wherever possible. The goal in this requirement is to remove as much incidental site to site traffic thus reducing the possibility of traffic conflicts and accidents. Cross access drives may be either the interconnection of parking lots or the construction of a separate drive. In either case, the minimum drive aisle width should be no less than 24 feet.

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

**SECTION 4
ILLUSTRATIONS**

4.01 APPROPRIATE DEVELOPMENT

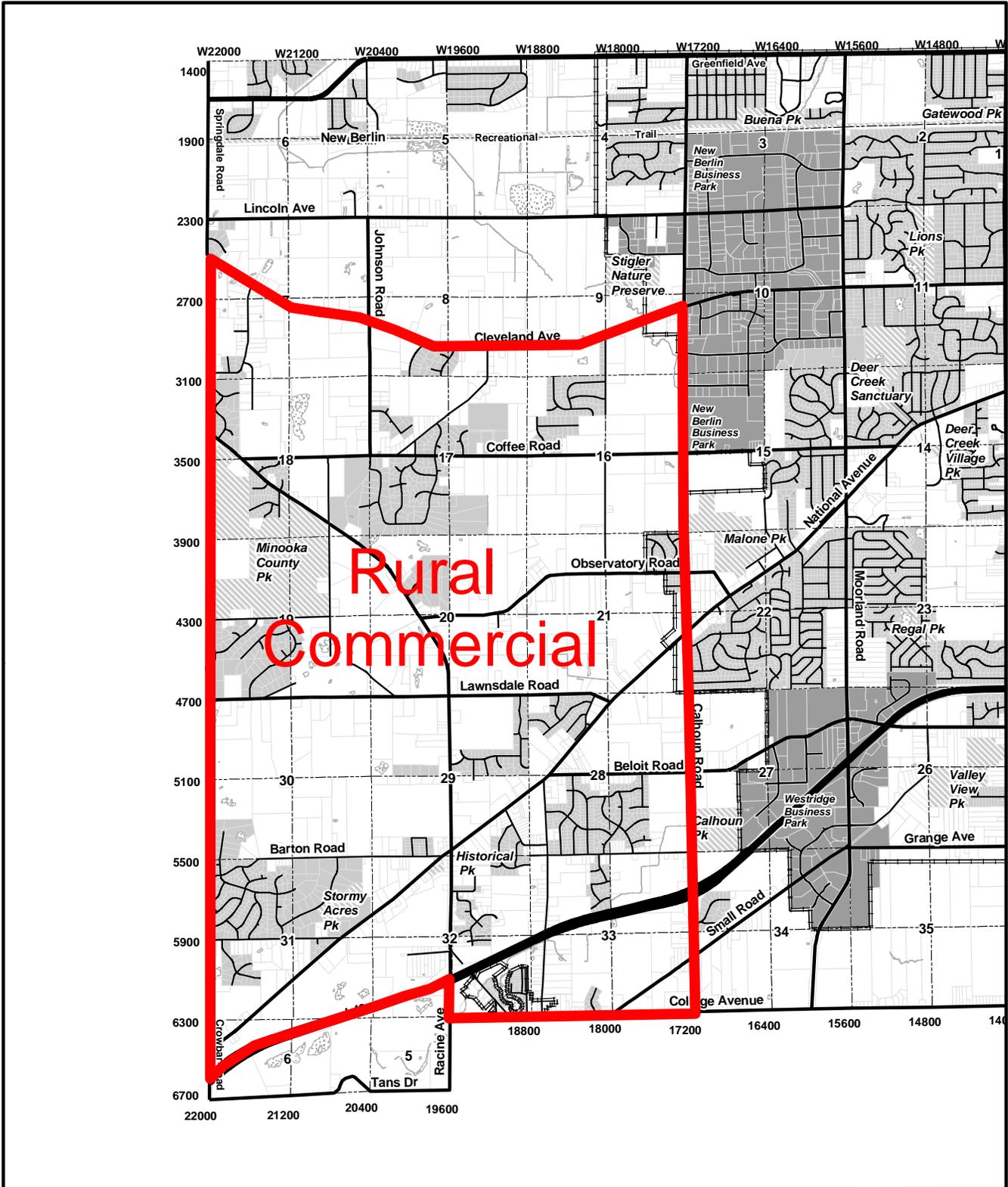
In Appendix B of this document is a group of photographs that the Plan Commission of the City of New Berlin have found to illustrate good and appropriate designs, applicable to the Rural Commercial area.

**SECTION 5
COMPLIANCE**

5.01 IN PERPETUITY

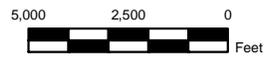
Per 17.01(11) of the City of New Berlin Zoning Ordinance, compliance is required in that “No structure, land, water, air, or part thereof shall hereafter be located, altered, used, or occupied without a Zoning Permit, unless otherwise specifically exempted by Section 17.12. A Plan of Operation granted through the authority of this Section shall be perpetually binding upon the development to the extent that: all buildings and structures shall be maintained in a tasteful, safe and appropriate manner; all landscaping shall be periodically groomed and/or replaced when necessary; all drive, parking and pedestrian areas shall be kept in a safe and passable condition. All repairs and maintenance shall be executed in a timely manner.

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Land Information Services
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New Berlin, WI 53151
Phone: 262/797-2445
Fax: 262/780-4605
<http://www.newberlin.org>

Appendix A



dbh 3/29/2001
revised: dlk 4/9/01
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APPENDIX B



Good examples of a modern building utilizing natural materials and rural or agrarian themes.



Gasoline service station and convenience store proposed to be located at the southeast corner of Loomis Road and North Cape Road, 1999.

Developer: Burke Properties, Inc.
Architect: Smith Oda Architects, Inc.



Good example of acceptable building lighting

Domus Series



**Preferred exterior pole and fixture.
Maximum 18 foot height from grade.**

**Manufacturer:
Thompson Lighting – Domus series DMS 50**

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Good examples of rural commercial office developments

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**Excellent examples of rural or agrarian theme.
Note especially the use of signage.**

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Excellent examples of rural or agrarian theme.

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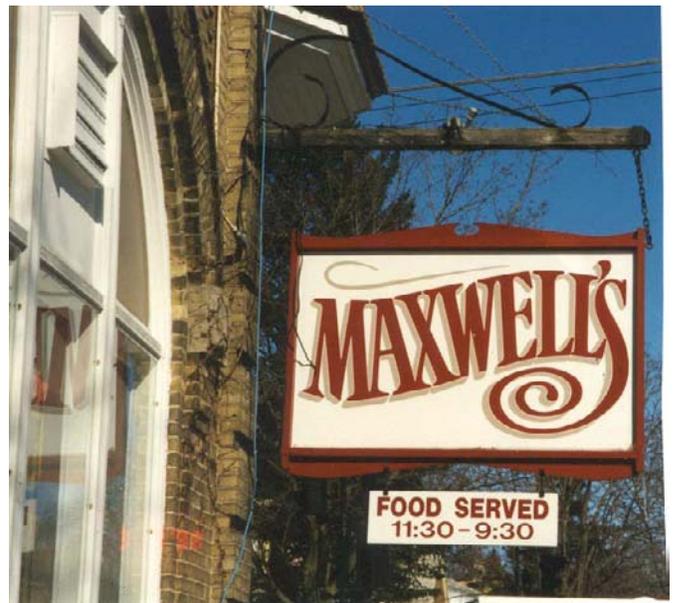
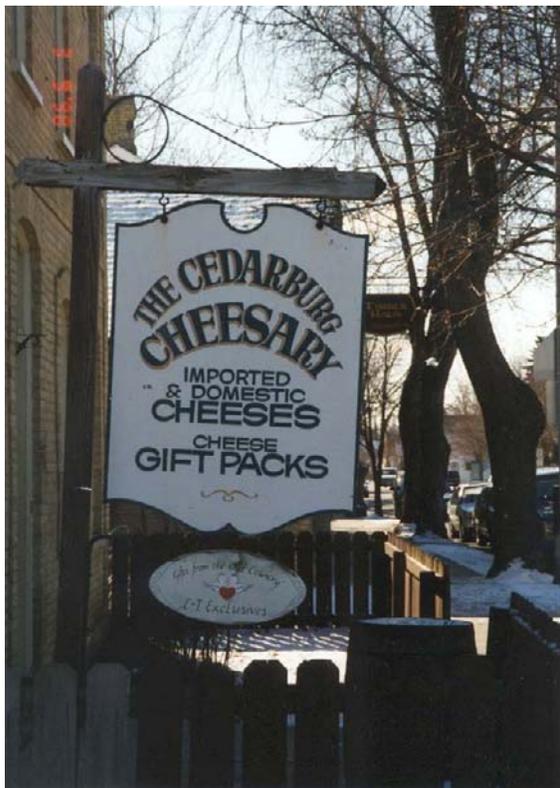


Excellent example of a modern building using a rural or agrarian theme.

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Excellent screening of dumpsters and recyclable containers.



Preferred styles of non-illuminated wall signage.

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Examples of acceptable non-illuminated wood carved signs

