



SUMMARY OF DOWNTOWN OKAUCHEE ADVISORY COMMITTEE RECOMMENDATIONS JANUARY, 2019

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Summary of DOAC Recommendations

The Downtown Okauchee Advisory Committee (DOAC) was formed to assist in guiding the preparation of unique zoning ordinance provisions in order to promote economic growth and vitality while preserving and enhancing the character of downtown Okauchee.

The DOAC members include:

Name	Title/Role
Jason Fruth	Planning & Zoning Manager, Project Chair
Amy Barrows	Senior Planner, Lead Staff
Jeff Herrmann	Town of Oconomowoc Planner/Administrator
Bob Hultquist	Town Chairman
Bob Peregrine	Town Plan Commission/Waukesha Co. Park & Planning Commission
Anthony Foss	Business Owner
Bill Groskopf	Business Owner
Hans Weissgerber	Business Owner
Tim Michelic	Business Property Owner & Resident
Caitlin Dennis	Resident
Lorna Mueller	Resident
Peter Puestow	Resident
Jim Siepmann	Commercial & Residential Developer, Waukesha Co. Park & Planning Commission

The DOAC met five times between April and June of 2018. A follow-up meeting took place in November of 2018. The discussion and recommendations of each meeting were captured in meeting minutes. This document is intended to summarize the recommendations of the DOAC in a single document.

County Staff will utilize this document to prepare ordinance text and will circulate draft ordinance language to the DOAC, DNR, and the Town of Oconomowoc for review ahead of advancing amendments to the County Board.

The priority topics that DOAC explored include:

- **Zoning/Use**
- **Setback/Offset**
- **Density/Building Footprint**
- **Building Height /# of Stories**
- **Parking**
- **Signage**
- **Design/Site Standards**
- **Miscellaneous Actions**

Zoning/Use, Road Setback, & Offset

Zoning/Use

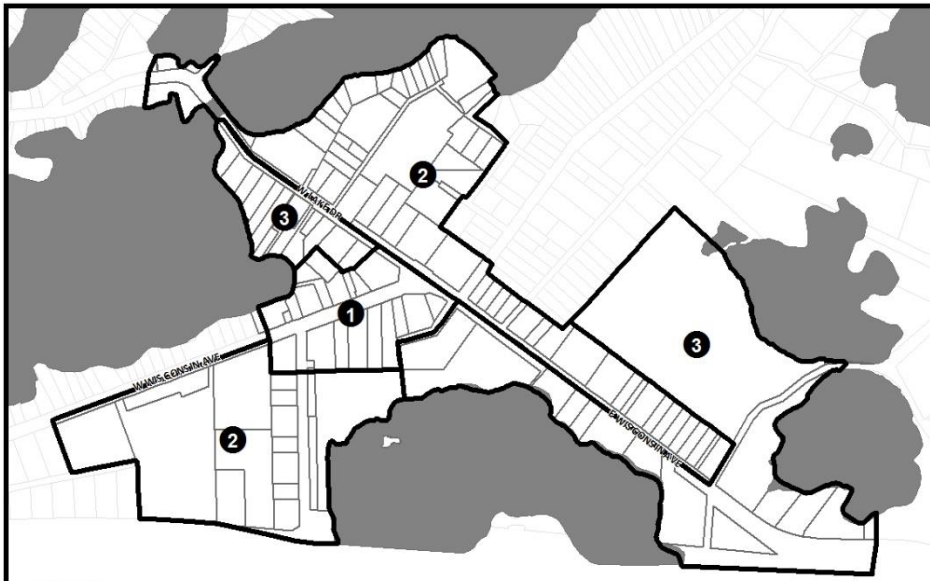
- See Use Zone Map and Use Table
- Multi-family uses in the rear of or above commercial uses shall be permitted by right in Zones 1, 2, 3, 4, and 5. All other multi-family uses in Zones 1 through 5 require a Conditional Use Permit.
- All multi-family uses require a Conditional Use Permit in Zones 6 and 8.
- Multi-family uses are permitted by right in Zone 7 for densities up to 10 units per acre. Densities that exceed 10 units per acre require a Conditional Use Permit.

Road Setback

The committee made the following recommendations regarding *road setback*:

Road Setback Area (Areas are described on map below)	Minimum Road Setback	Maximum Road Setback
Area #1	0 ft.*	20 ft.
Area #2	10 ft.	20 ft.
Area #3	20 ft.	None

*Structures abutting the round-a-bout require a 10 ft. road setback.



- In all commercial, multi-family residential, and mixed-use areas, landscaping is required between the building and the road (setback area), if there is sufficient space. The committee felt that curb appeal and beautification along the road are important.

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- Existing structures that are nonconforming to road setback are allowed to expand laterally and vertically provided the expansion does not extend closer to the minimum road setback than the existing structure.

Offset

- Require a 10 ft. offset by-right within the entire project area, but provide a special process to allow a zero side-yard offset within the Central Area only. *A new structure needs to be either zero ft. offset from an adjacent building or at least 10 ft. from the lot line for safety purposes.*
- The special process would require a heightened level of review by the Plan Commission and County Staff, with consideration given to neighborhood compatibility, building design, safety, and access.
- The zero offset reduction shall not be provided to a structure adjacent to a legal conforming single-family residence use.
- Existing structures that are nonconforming to offset are allowed to expand laterally and vertically provided the expansion does not extend closer to the lot line than the existing structure.
- The offset reduction table of the ordinance still applies.

Density, Building Footprint, Height and Number of Stories

Multi-family Density

- Encourage 10 units/acre in all areas except in Zone 5, where 15 units/acre is encouraged.
- Maximum density will be influenced by neighborhood conditions and open space, dimensional, building height, and site requirements.

Building Footprint

- Maximum 50% building footprint, except areas designated for single-family residential use remain at 17.5%

Properties directly abutting a navigable waterway or located entirely within 300 ft. of a navigable waterway are subject to the following Impervious Surface regulations:

Use of property	Max. % without mitigation	Max. % with mitigation
Residential	30%	40%
Commercial	40%	60%

*Existing impervious surfaces can be maintained, replaced, modified, and/or relocated.

Building Height

- Allow 42 ft. by right within all areas not designated primarily for single-family residential. Additional height up to 54 ft. could be approved through a special process which would consider performance/design standards such as:
 - architectural controls
 - heightened setbacks and offsets

Summary of DOAC Recommendations

- neighborhood context
- shadowing concerns
- Principal structures that are located within areas designated for single-family residential and that are on lots less than 65 ft. in width or principal structures located within 75 ft. of a navigable waterway are limited to 35 ft. in overall height.

of Stories

- Allow up to three stories by right throughout the project area.
- Provide a special process that would allow up to four stories with consideration of specific performance measures and neighborhood context. A fourth story should be designed into the roofline. Flat roofed four-story buildings would be precluded, unless necessary to accommodate roof top mechanicals.
- Require a minimum of 1 ½ story buildings throughout the project area, except allow new one-story buildings within the areas designated for single-family residential.

Parking

Parking Location

- Parking should be to the rear and side of the parcels, with an exception process provided for special circumstances, such as topography, lot width, and protecting lakeside aesthetics.
- Performance measures should be established if parking is allowed on the roadside of buildings, such as landscaping, vegetative screening, and separation from sidewalks and outdoor seating.

Parking Offset

- 10 ft. if abutting a designated single-family residential area. In all other areas, the offset can be reduced to as little as 0 ft. with consideration given to snow removal and adjacent site conditions.

Non-Residential Parking Quantity

Non-residential parking shall be considered on a case-by-case basis:

- Consideration of typical and peak demand for use types (reliance upon ITE Parking Generation publication, ULI Shared Parking, similar guidance documents).
- Consideration of parking demand estimate provided by project sponsor.
- Public/shared parking availability within area (with consideration of peak demand variability).

* Re-assess parking availability and rules every five years to ensure that parameters remain effective as area changes.

Large-scale Residential (>4 units) Parking Quantity

- Maintain status quo of 2 stalls/unit with an option for reduced parking at a ratio of 1.75 stalls/unit if the ratio of different sized units is appropriate.
- Visitor parking should be reviewed on a case by case basis.

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Small-scale Residential (<= 4 units) Parking

- 2 stalls per unit shall be provided.

Parking Dimensions

- The following standards should be incorporated into the general parking standards, with flexibility provided if strict compliance is impractical per Town, County and fire department review. ADA compliance is required.

A. Stall dimensions

Parking Stall Type	Dimensions
Perpendicular	9x18
Angle	9x18 for 60 degree (angled)
Parallel	8x22
Compact	8.5x17 compact cars, but must be signed for compact cars
Tandem	9x36

B. Parking lot aisle dimensions

- Minimum 16 foot one way aisles
- Minimum 24 foot two way aisles

Parking light poles

- Light poles should be limited to 15 ft. with the ability to extend the height to 25 ft. with Zoning Administrator approval with consideration given to site and surrounding conditions.

Signage

Signage in the Central Area

- Primary wall/awning sign.
 - Wall signs.
 - One wall or awning sign per road side of building if single tenant.
 - Two signs permissible if two tenants; three tenants or more requires master sign plan.
 - Maximum of 1 sq. ft. per lineal storefront not to exceed 50 sq. ft. per road side of building (if two tenants, allowable sign area divided by tenants)
 - Maximum 20 sq. ft. sign on parking side of building to provide for business/entry identification.
 - Additional signage may be allowed on sides/rear of building where deemed appropriate for visibility.

Summary of DOAC Recommendations

- There should be a review process to provide for creative murals.
- Awning signs.
 - Lettering may cover no more than 40% of awning area and shall not exceed 25 square feet.
- *Provide exception process for freestanding signs for unique circumstances, buildings that do not lend themselves to wall mounts or for buildings further setback from the road. If an exception is provided for a freestanding sign, the property cannot also have a projecting sign (see below).
 - Monument style, double post or freestanding bracket style.
 - Maximum sign face 35 square feet.
 - Maximum 10' height.
 - Minimum 10' setback from sidewalk.
 - Signs must not obstruct vision corners (drives/intersections).
- Accessory signs. In addition to the above primary signs, the following signs may be permitted:
 - Projecting sign (not allowed if freestanding sign authorized via exception process).
 - Minimum 8' of clearance above sidewalks.
 - Extend a minimum of 1' and maximum of 4' from building.
 - 20 square foot maximum.
 - Window signs. No more than 40% of storefront windows may contain signage/lettering.
 - Sandwich boards.
 - Maximum 8 sq. ft. by right w/ no-cost permit.
 - Maximum of 4' high.
 - Must not obstruct sidewalk.
 - Sandwich boards must be taken down at closing.

Signage for non-residential properties- all other study sub-areas

Same rules as Central Area with the following differences:

- One freestanding sign permitted (in addition to other allowable sign types) for sites that contain a building set back 10' or more feet from the road ROW.
 - Maximum sign area of 35 square feet.
 - Monument style, double post or freestanding bracket style.
 - Maximum 10' height.
 - Minimum 10' setback from sidewalk.
 - Signs must not obstruct vision corners (drives/intersections).

Signage illumination standards

- No digital message boards, internally illuminated signs, blinking or flashing lights. Legally existing signs may be grandfathered in.
- Signage shall only be illuminated with ground lighting or mounted arm lighting. Light shall be directed away from passersby and shall not cause glare to the pedestrian or motorist.
- Back-lit, halo-lit or reverse channel letters with illumination allowed.
- Illumination shall be turned off at 10:00 p.m. or at close, whichever is later.

Signage landscaping standards

- Signage should, to the greatest extent practical, be surrounded by a minimum 5' wide landscaped area.

Signage exceptions available for unique circumstances

- Exceptions to sign size or location standards may be authorized for unique sign design features, such as use of high quality or natural materials, artistic treatments or symbol shaped signs (i.e. saw blade denoting hardware store). Exceptions may also be considered for murals and for instances where business or site visibility is limited.

Design and Site Requirements

- **Siting**: Proposed Development projects must be compatible and complimentary to the surrounding neighborhood. Architecture, landscaping and building siting must be designed to create an attractive and cohesive environment that contributes positively to the existing setting. Buildings adjacent to the roundabout shall be oriented toward the roundabout.
- **Building Form**: Urban scale architecture (minimum one and one half (1 ½) story Buildings) is required. Maximum permissible Building Height and massing must be complimentary to the neighborhood and are subject to the height provisions of the District. The committee asked that planning staff review the need for a provision that requires the 1st floor be taller than above floors.
- **Building materials**: Building designs shall utilize a variety of aesthetically compatible exterior building materials on all sides visible to the public. Aluminum and vinyl siding are prohibited, except for use on non-primary facades not highly visible from public roads, walkways, primary customer parking areas, and neighboring residential or public uses. Aluminum and vinyl soffits are permitted.
- **Windows**: Mixed-use or commercial buildings shall provide large store front windows that provide visibility and transparency at the pedestrian level. The windows shall make up at least 40% of the façade facing the primary street at the pedestrian level. Windows above the street level on any building shall be designed with an organized rhythm and spacing.

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- **Building design:** A variety of aesthetically compatible building styles and articulations are encouraged throughout the project area. Long, monotonous façades or roof designs shall not be permitted. Features such as awnings, windows, entry doors, projections, material changes, or other articulations are required to break up large masses.
- **Roof structures:** If the roof is flat, the termination of the flat roof shall be concealed with a parapet. Decorative cornices must reflect the time period of the building. HVAC units and other rooftop mechanicals/utilities are required to be screened from view.
- **Building color:** No neon or fluorescent colors are permitted. The exterior color palate of all buildings must be compatible with the surrounding neighborhood.
- **Building entrances:** An inviting entrance to buildings shall be located on the primary street side.
- **Landscaping:** Landscape treatments shall be provided to enhance architectural features, improve appearance, screen parking areas and structures, reduce impervious surface, provide shade and enhance the streetscape.
- **Gathering/open spaces:** Meaningful communal gathering and green spaces provided in accessible settings must be an integral part of any new Development. Examples include public or private courtyards, plazas, patios, terraces, community gardens, areas with planters and/or benches, and rain gardens. These spaces should have an urban quality and character that enliven the street, enhance the pedestrian experience, or provide gathering/recreational space for residents. The amount of communal gathering and green spaces shall be proportional to the lot size and intensity of the intended use and shall consider the level of anticipated adjacent pedestrian activity.
- **Pedestrian facilities:** Pedestrian facilities must connect buildings and uses within the proposed Development and must connect the Development to the surrounding neighborhood in order to provide safe and convenient access for patrons, residents, and pedestrians. Bicycle accommodations should be considered in the project design where practical. Sidewalks that will traverse predominantly retail or restaurant use areas shall be a minimum of five (5) feet in width, not including the area used for benches or café dining, to accommodate space for passing pedestrians. Certain designated sidewalks within retail areas should be further widened to allow for sidewalk café dining or outdoor retail display while still providing for pedestrian passage.
- **Streets/neighborhoods:** Where streets or neighborhoods are proposed, streets and pedestrian facilities shall contain appropriate streetscape amenities (street trees, street furniture such as benches, planters, trash receptacles, information kiosks, bike racks, appropriate scale lighting and way finding signage) and the Town Plan Commission and County Zoning Agency shall set forth the required streetscape elements. Terraces to separate pedestrians from vehicles shall be provided, where feasible. ADA compliant access and facilities shall be provided throughout the Development. The Town Plan Commission and Zoning Administrator may consider deck dining within public right-of-way areas provided sufficient parking is available, the proposed use is aesthetically pleasing and safe from vehicular/pedestrian traffic and emergency access is available.

Summary of DOAC Recommendations

- **New internal streets**: Internal streets must be designed to adequately serve the users of the proposed Development and contain traffic calming measures (landscape bump outs, parallel or angle on-street parking, visually conspicuous crosswalks, narrow streets, etc.) while allowing for safe and efficient traffic circulation.
- **Sanitation/water supply**: Written documentation shall be submitted by the Town of Oconomowoc that sewer requisitions are available to accommodate any new development. All State well code and groundwater supply provisions shall be complied with.
- **Architect consultation**: The Zoning Administrator has the option and authority to consult with a licensed Architect for comments regarding building form and design to ensure aesthetically pleasing and compatible development that is consistent with the requirements of this subsection. The Zoning Administrator has the authority to charge the applicant for all expenses related to the consultant's review. The applicant will be notified of the estimated review time and expense prior to any action being taken.
- **Exceptions**: Any proposed modifications to the provisions of this subsection shall be reviewed and approved by the Town Plan Commission and County Zoning Agency. The applicant shall justify why the development cannot or should not comply with the provisions based on the purpose and intent of the District.

Miscellaneous Actions

- The committee indicated that they would like the Town and County to explore possible opportunities for gathering/open spaces.
- The committee discussed the need for more municipal/shared parking and the importance that parking be dispersed throughout the area to serve all businesses. The committee discussed specific areas for desirable parking, including an area between Mission Lakes Road and Shady Lane and near Golden Mast Inn.
- The committee discussed the benefits of outdoor seating. Waukesha County Staff will develop standards that can be used as a set of guidelines when reviewing Site Plan/Plan of Operations in order to provide review consistency amongst operations.
- The committee discussed other topics for future collaboration, including:
 - Allocation of additional sewer requisitions
 - Design/architectural guidelines
 - The use of financial resources, such as Business Improvement Districts, Tax Incremental Finance Districts, and Historic Preservation Tax Credits
 - Additional efforts to schedule events/activities by the Okauchee Business Association
 - Town of Oconomowoc Recreation Plan Update