

## Recommendations for Design/Site Requirements

**Commercial, Mixed-Use, Public and Institutional, and Multi-family Use Design and Site Requirements:** In order to foster economic growth and ensure an attractive, vibrant, and accessible downtown Okauchee area, the following design and site requirements shall be applied to commercial, mixed use, public and institutional, or multi-family projects. The requirements of this subsection apply to any new building or an addition to a building that exceeds 50% of the building footprint of the existing structure. These requirements will be reviewed as part of the Site Plan/Plan of Operation process and Conditional Use process, where applicable. Any exterior color or material change to a building must comply with the provisions of this subsection and be reviewed and approved as part of the Site Plan/Plan of Operation process.

1. **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.
2. **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 provisions of subsection (f). Consider requiring that 1<sup>st</sup> floor be taller than above floors.
3. **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.
4. **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. Second story windows on any building shall be designed with an organized rhythm and spacing.
5. **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.
6. **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.
7. **Building color:** No neon or fluorescent colors are permitted. The exterior color palate of all buildings must be compatible with the surrounding neighborhood.

8. Building entrances: An inviting entrance to buildings shall be located on the primary street side.
9. Landscaping: Landscape treatments shall be provided to enhance architectural features, improve appearance, screen parking areas and structures, provide shade and enhance the streetscape.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.

16. 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.

**Accessory Structure Design**

Accessory structures shall be designed so that materials and form are complimentary and compatible to the principal structure.