

DURHAM HILL DESIGN GUIDE



PREPARED BY:

**TASK FORCE ON ECONOMIC DEVELOPMENT AND THE PLANNING
DEPARTMENT**

ADOPTED BY THE PLAN COMMISSION AND COMMON COUNCIL, 1999

AMENDED BY THE PLAN COMMISSION ON JANUARY 16, 2007

ACKNOWLEDGEMENTS

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CITY OF MUSKEGO
DURHAM HILL DESIGN GUIDE

RESOLUTION #P.C. 007-2007
APPROVAL OF AMENDMENTS TO ALL CITY OF MUSKEGO DESIGN GUIDES TO BRING THEM
INTO COMPLIANCE WITH THE CHAPTER 17 ZONING CODE REVISIONS AND CURRENT CITY
POLICIES

WHEREAS, The City of Muskego maintains seven (7) Design Guides in order to serve as a reference in guiding and reviewing future development for citizens, developers, and commissioners, and

WHEREAS, There is a General Design Guide that applies to the entire City along with six (6) other area specific Design Guides that are unique to the character of each said area, and

WHEREAS, The six (6) area specific Design Guides are as follows: Business Park, Downtown, Durham Hill, Historic Crossroads, Moorland Corridor South, and Racine Avenue Gateway, and

WHEREAS, Said guides sets the minimum design standard for building, site, and operation plans that are to be submitted to the City for more complete and accurate Planning Staff and Plan Commission review, and

WHEREAS, Said guides are prepared under the authority of Section 62.23 of the Wisconsin State Statutes and Chapter 17 of the City of Muskego Zoning Ordinance being deemed necessary to promote the public health, safety, morals and welfare of the City of Muskego, and

WHEREAS, The guides require various updates due to policy changes and/or references to the new zoning code as per PC Resolution #004-2007.

THEREFORE BE IT RESOLVED, That the Plan Commission recommends approval of the proposed amendments to the seven (7) City of Muskego Design Guides.

Plan Commission
City of Muskego

Adopted: January 16, 2007

Defeated:

Deferred:

Introduced: January 16, 2007

ATTEST: Kellie Renk, Recording Secretary

**CITY OF MUSKEGO
DURHAM HILL DESIGN GUIDE**

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DURHAM HILL DESIGN GUIDE

CITY OF MUSKEGO

SECTION 1 PREAMBLE

1.01 AUTHORITY

The Durham Hill Design Guide (Guide) is prepared by the Mayor's Task Force on Economic Development for adoption by the Plan Commission of the City of Muskego, and for transmittal to the Common Council of the City of Muskego, pursuant to Section 62.23 of the Wisconsin Statutes and further express the concepts, rationale and intent employed by the Plan commission and Planning staff when applying Chapter 17 of the City of Muskego Zoning Ordinance, and The City of Muskego Comprehensive Land Use Plan, 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 Planning Staff and Plan Commission in the planning, design and re-design of the built environment of the Durham Hill area 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 Durham Hill area.

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 be the guide.

1.04 CITATION OF GUIDE

This guide shall be cited as follows, e.g.: Durham Hill Design Guide, Section 3.01 and 3.02.

SECTION 2 GEOGRAPHIC AREA

2.01 DURHAM HILL

- A. Area.** The Durham Hill areas shall be defined in two sections. Durham Hill North is all lands found in the northeast, southwest, and southeast corners of Highways 36 and 45. Durham Hill South is all lands found in the northwest, southwest, southeast, and northeast corners of the old Highway 36 and 45, as well as all the lands to the west of the previously mentioned and bounded by Highway 36 on the north and old Highway 36 on the south. See Appendix I for Map.
- B. Intent.** Durham Hill South will emphasize the rural surroundings and historical origins of the area. The area is identified by small business development. Safe and convenient pedestrian access as well as quality visual appearances are the main goals. These goals shall be accomplished through the design standards as outlined in section 3.01.

Durham Hill North is identified by larger retail and office establishments offering a wider range of commercial services and activities. These design standards are incorporated as outlined in section 3.02. It is the goal of this document to create uniform design standards that unify and enhance the visual appearance of both areas.

SECTION 3 DESIGN STANDARDS

3.01 GENERAL REQUIREMENTS - DURHAM HILL SOUTH

- A. Applicability.** To advance the ideals of this Guide, the following design standards are implemented in the defined areas of Durham Hill. These standards shall apply to all development and re-development of business within its boundaries.
- B. Buildings.**
1. 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 Planning Commission. Plans should show building elevations of structures to either side of the proposed structure, and must show the compatible scale.
 2. 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 lot lines with less setback.
 3. Upon a minimum of five affirmative votes of the Plan Commission members, designs which present variations on the standards expressed in Section 3.01.B.(1) 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.
 4. 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.
 5. Roofs. Mansards, pents, 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.
 6. 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.
- C. 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.

- D. **Parking areas** shall be located to the side or behind buildings. The perimeter of the parking field shall provide for a lawn area in which trees (planted every 20 feet) and shrubs will be planted so as to allow ample snow storage capacity yet avoid damage to plantings from same.
- E. **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.
- F. **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.
- G. **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.

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 II for further examples.

- H. **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 from North Cape Road 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 20 feet.

3.02 GENERAL REQUIREMENTS - DURHAM HILL NORTH

- A. **Applicability.** To advance the ideals of this Guide, the following design standards are implemented. These standards shall apply to all development and re-development of business within its boundaries.
- B. **Buildings.**
 - 1. Buildings shall be constructed to be harmonious with their natural and built surroundings while avoiding repetition and monotony. Building designs shall reflect more traditional architecture while leaving room for newer materials. Building design shall represent quality, four sided architecture, pitched roofs, and screen any mechanical installations.
 - 2. Upon a minimum of five affirmative votes of the Plan Commission members, designs which present variations on the standards expressed in Section 3.01.B.(1) 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.
 3. 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.
 4. Roofs. Mansards, pents, 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.
 5. 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.
- C. 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), unity with existing structures on the project site.
- D. Parking areas** shall be located to the side or behind buildings. The parking field in which the main activities of parking and travel are conducted shall have tree plantings at the minimum rate of one (1) tree for every ten (10) parking spaces or trees on the perimeter of the parking and travel area every (20) feet. The perimeter of the parking field shall provide for a lawn area in which trees and shrubs will be planted so as to allow ample snow storage capacity yet avoid damage to plantings from same.
- E. 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.
- F. Signage** shall conform with the following:
1. Signage shall be designed in unity with the building design through the use of the same or similar materials and colors. Ground or monument signs shall be strongly encouraged. Neon tubed accent lighting shall be strongly discouraged unless the same serves to accent an architectural feature of the building on which it is mounted.
 2. The base of all signs shall be landscaped with plantings. The landscaped area shall at a minimum equal the square footage of the sign face (per the Zoning Ordinance).
 3. All other aspects of signage shall be in keeping with the requirements of the Sign Ordinance of the City of Muskego.
- G. Lighting** shall be down cast, 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.

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 II for further examples.

- H. 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 from North Cape Road 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 20 feet.

- I. 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

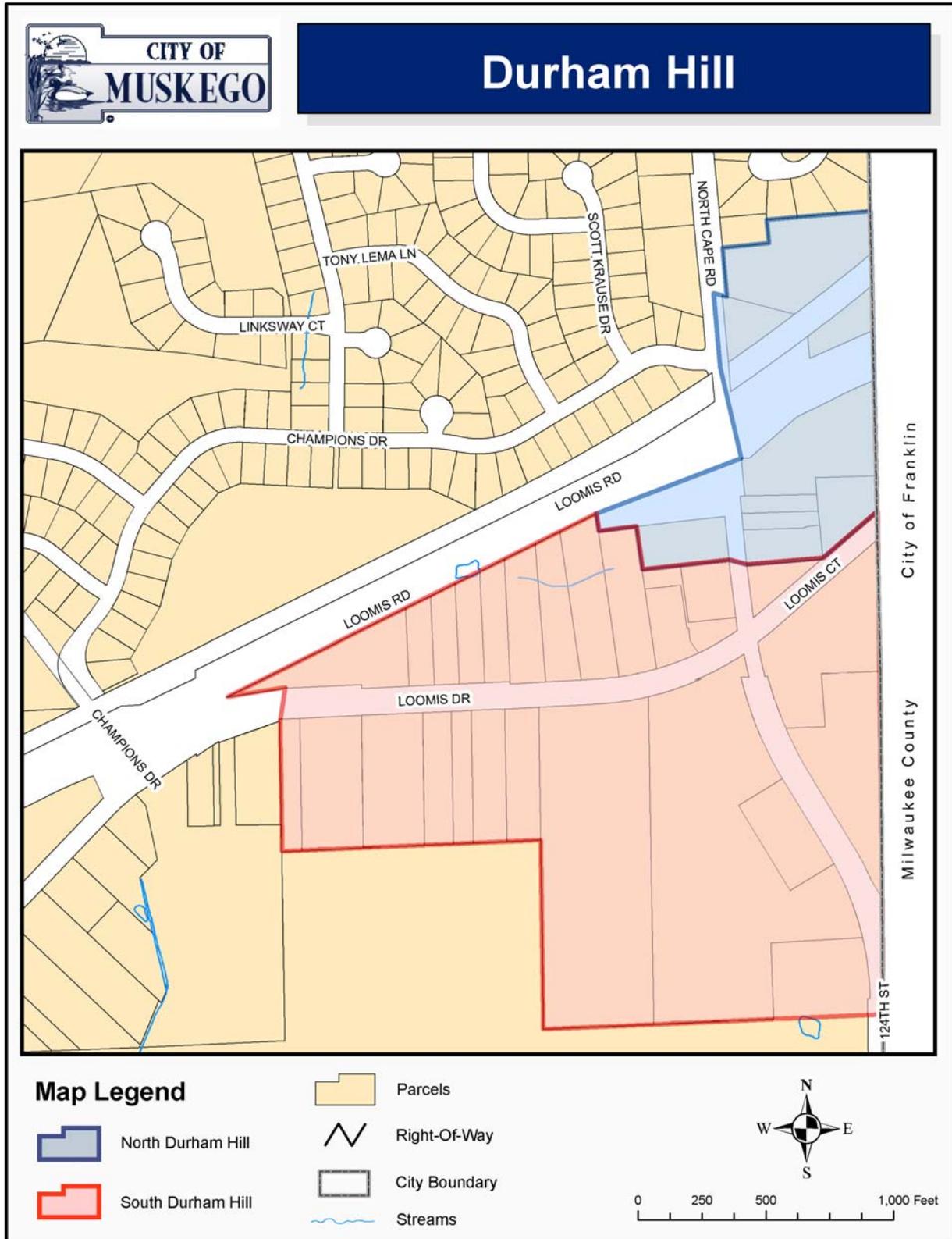
In Appendix II of this document is a group of photographs that the Plan Commission of the City of Muskego have found to illustrate good and appropriate designs, applicable to the Durham Hill area.

SECTION 5 COMPLIANCE

5.01 IN PERPETUITY

Per the City of Muskego Zoning Ordinance, Compliance in Perpetuity is required in that “Any Building, Site and Operational Plan 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.”

APPENDIX I



APPENDIX II



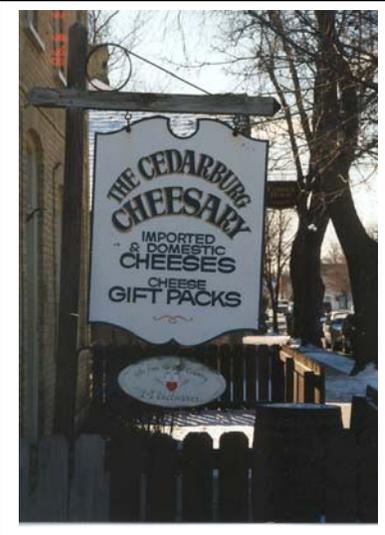
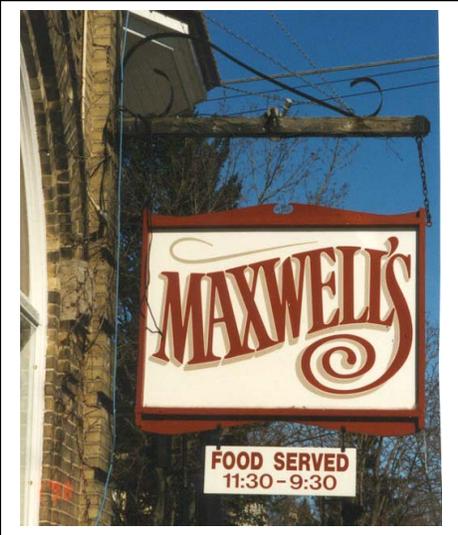
Examples of a Modern Building Utilizing Natural Materials and Rural or Agrarian Themes



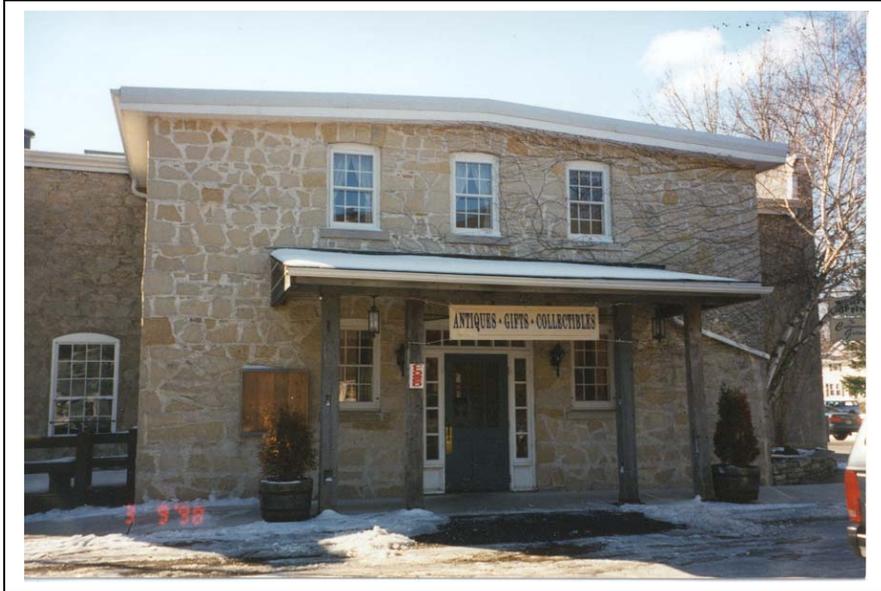
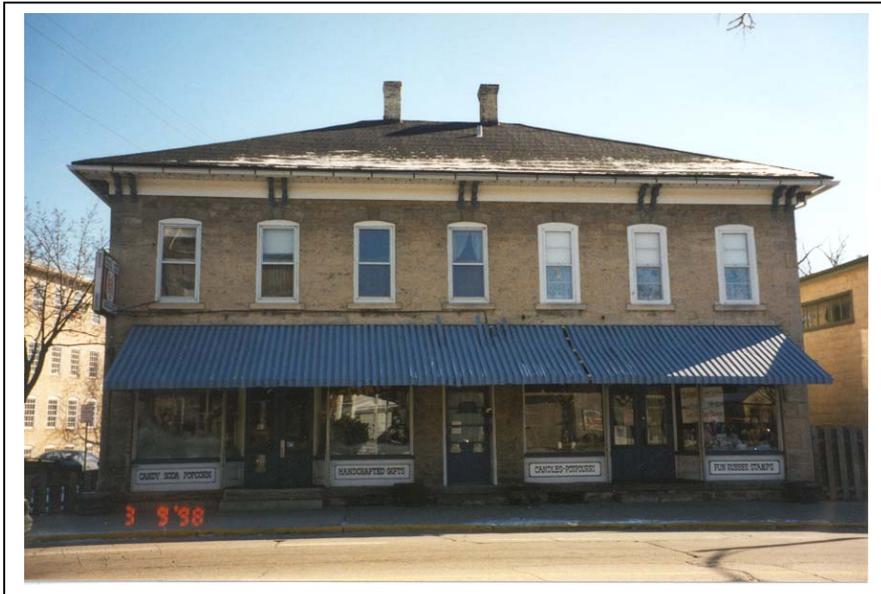
Example Showing Screening of Refuse Containers



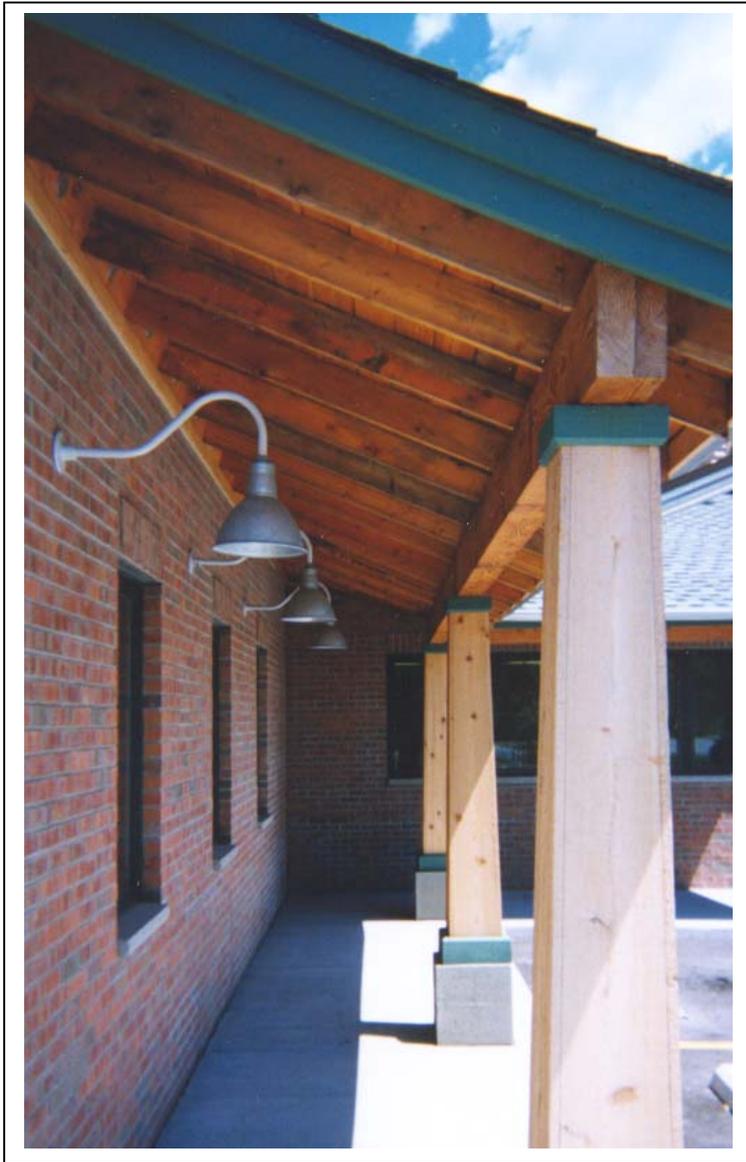
Examples of a Modern Building Using Rural or Agrarian Themes



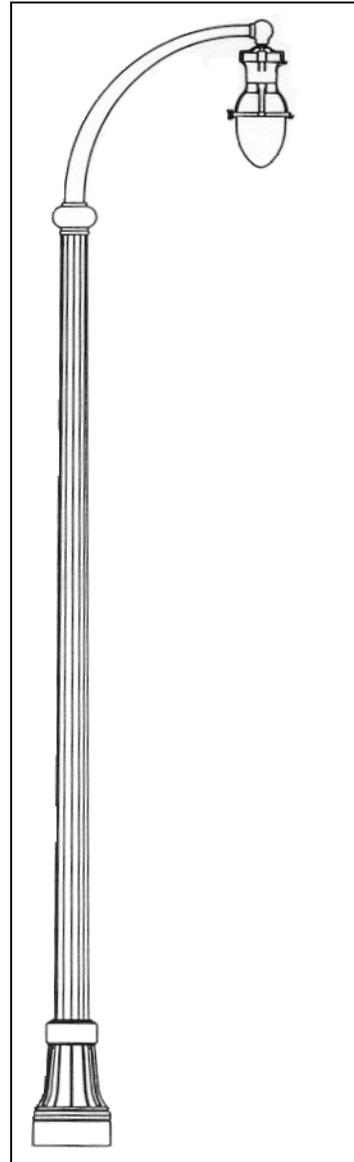
Preferred Styles of Non-Illuminated Signage



Examples of Rural or Agrarian Themes; Note Especially the Use of Signage



Examples of an Acceptable
Lighting Style



Preferred Exterior Pole and
Luminaire; Maximum 15 Foot
Height from Grade.

Manufacturer:

Holopane Outdoor Architectural
Lighting

Specification:

Atlanta Pole with Curved Crossarm
Atlanta Tear-Drop Series with
Uplight