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## SECTION 1: INTRODUCTION

### Future Blueprint

The Terminal and Triangle District, located at the Village's northwest corner, has been a cornerstone of economic activity in the area for half of a century. For decades, activity has focused around the "tank farms"—a major gasoline distribution center for southcentral Wisconsin. While some of the gasoline distribution companies will likely remain in this district for some time, others will not. Further, many of the public investments, private developments, and lotting and land use patterns established decades ago are now aging and obsolete. Still, this area enjoys a unique position relative to major transportation facilities, job centers, growing communities, and Mud and Waubesa Lakes that suggests a bright economic future. This economic future will focus on thoughtful and attractive redevelopment of McFarland's key gateway to provide high-value jobs and property tax base.

This Terminal and Triangle District Plan carries forward the recommendations from the recent Village of McFarland Comprehensive Plan and Tax Increment Financing (TIF) District #3 Project Plan. The Comprehensive Plan, adopted in 2005, advises that the Terminal and Triangle District should be the focus of modern and clean industrial and mixed use redevelopment over the 20-year planning period. Its role is particularly important given its transportation access and the relatively limited economic opportunities in other parts of the Village for market, environmental, and intergovernmental reasons. The TIF #3 Project Plan, adopted in 2004, establishes a public improvement and development incentive structure to realize the opportunities envisioned in the Comprehensive Plan. The Project Plan—and TIF districts in general—emphasize the attraction of high-quality new development and redevelopment projects that provide lasting job and tax base opportunities.

### Focused Purpose

This Terminal and Triangle District Plan serves as a guide for new public and private investments within the planning area. The recommendations generally cover a district along Terminal Drive extending from Highway 51 on the north end to Siggelkow Road on the south end, and along Triangle Drive east of Highway 51 in the Meinders Road area. Most of these lands are presently used for industrial and distribution purposes, with notable exceptions. This is generally the area that is also within TIF #3, but notably also includes lands at the north end of Terminal Drive that are in the City of Madison. These City lands were incorporated in consultation with City staff and affected property owners.



The Plan will help assure that interested parties—including property owners, business owners, and developers—understand the Village’s aspirations and desires for new development in the Terminal and Triangle District before they make development proposals. The Plan will also assist Village government and committees in their review of all development proposals in a fair and consistent manner. This will maximize quality economic development and create an attractive business destination. Specifically, this Plan:

- Presents detailed criteria against which to evaluate requests for rezoning, site plans, conditional use permits and other development proposals. To the extent that development proposals offer alternate approaches to achieve similar or better results, the Village should consider such alternate approaches.
- Helps direct public improvements, such as Terminal Drive enhancements and landscaping, which will in turn attract high quality economic development and enhance McFarland’s northern gateway.
- Provides guidance to the Village Board and new Community Development Authority on the types of projects to support with TIF financing.

### Unique Opportunities

The Terminal and Triangle District is uniquely positioned to capture future economic opportunities. A detailed understanding of this district’s role in the larger region is critical. As Map 1: Regional Opportunities illustrates, the district’s location, near Madison and 500 feet from the Beltline, provides for unique opportunities. The district is bounded by the Beltline to the north, the Village’s municipal limits to the east, Siggelkow Road to the south, and Lake Waubesa and the surrounding wetlands to the west. Future improvements to the Beltline and Highway 51, job growth in McFarland and Madison, and population growth in the southeastern metro area all suggest a bright and varied economic future for the district.

Future land use and economic opportunities are not uniform throughout the 300+ acre district. Variations are based on position relative to road and rail systems, existing development, natural features, property owner interests, and land use marketability. Therefore, this Plan includes not only recommendations for the entire district, but also recommendations for each of five subdistricts:

- **Highway 51 Design Subdistrict**, including the public highway right-of-way and private lands adjacent to (and across Triangle Drive from) Highway 51. This corridor is critical to McFarland’s image, and McFarland’s image is critical in establishing the Village’s economic future.
- **Beltline-Oriented Commercial Subdistrict**, including lands along Terminal Drive near its intersection with Highway 51. This area presents superior highway access and visibility, is next to permanently protected lake and wetland areas, and is ripe for redevelopment focused on commercial service uses.
- **Mixed-Use Lakeview Village Subdistrict**, including lands near the intersection of Terminal Drive and Siggelkow Road, near the south end of the planning area. This subdistrict presents opportunities for mixed-use, higher density development focused on its waterfront and water view location and good road, rail, and community access.
- **Industrial Center Subdistrict**, including industrial and distribution focused lands along Terminal Drive between the previous two subdistricts. These areas will continue with similar uses, with upgrades in development quality when new proposals are offered.
- **Triangle/Meinders Subdistrict**, focused on small parcels near the intersection of these two streets. These parcels—currently in a mix of land uses of generally low quality—enjoy good highway visibility. Land assembly will be particularly critical for future redevelopment.

The remainder of this Terminal and Triangle District Plan is organized into sections including recommendations for each of these subdistricts. These five sections are bookended by sections including district-wide development and implementation recommendations.

**Inclusive Process**

The process to prepare this Terminal and Triangle District Plan began in December 2004. The process began with careful analysis of existing conditions, plans, and studies affecting the district. An assessment of future retail and commercial service opportunities was then completed based on quantitative data of area spending habits, beltline land use opportunities, future land use plans for the vicinity, and the advice of real estate and economic experts on the planning team.

The process then transitioned to exploring opportunities and challenges with various stakeholders in the area. This included a series of one-on-one interviews with major property owners and development interests in the area. Following a preliminary Plan Commission meeting to present opportunities for the district, a public workshop was held to share initial ideas and understand visual preferences for future development. The results of this workshop—including preferred development images—are reflected in this Plan document. Also during this stage, meetings and communications were made with the City of Madison through its Planning Unit, particularly as they related to recommendations for the Beltline-Oriented Commercial District, which crosses municipal boundaries.

Following completion of a draft Plan document, a public open house was held on June 21, 2005 to obtain comments. Pursuant to Section 62.23 and 61.35 of Wisconsin Statutes, the Plan Commission and Village Board then held a formal public hearing on the Plan on July 7, 2005, and the Plan Commission adopted and recommended Village Board adoption of the Plan on August 30, 2005. This Plan should then be adopted with the Comprehensive Plan as a detailed component of the Comprehensive Plan.



## Map 1: Regional Influences



## SECTION 2: DISTRICT-WIDE RECOMMENDATIONS

### Overall Direction

The Terminal and Triangle District will be the Village's primary area for large-scale economic development in the foreseeable future. New development and redevelopment throughout the district should be of high site and building design quality, establish this area as the focus for a reasonable density of good paying jobs, and enhance the viability of the TIF district and the Village's property tax base to the maximum extent practical. These objectives are particularly critical given the limited future economic development opportunities in the Village that enjoy community consensus and because of the critical gateway function of the Terminal and Triangle Drive District. The Village and Community Development Authority intend to actively recruit businesses that meet these objectives, and discourage or not allow new development that does not fulfill these objectives.

### Land Use Recommendations

Map 2 illustrates recommendations for future land uses throughout the district. In general, the district is appropriate for new development and redevelopment for non-residential purposes in light of the existing land use pattern and superior transportation access. That being said, transformations from today's largely distribution-oriented land use pattern will occur over time in a coordinated manner.

Changes to the existing land use pattern to realize the recommended future land use pattern (shown in Map 2) may occur if and when private property owners make requests for rezoning, annexation, subdivisions, land divisions, conditional use permits, or other development approvals. It should not be assumed that all areas suggested for future development on Map 2 (or subsequent detailed maps for certain subdistricts) will or should develop or be rezoned for development right away. In other words, the Village does not support the rezoning or development of all the lands identified on these maps immediately following adoption of this Plan. Rather, decisions on when to rezone property will be driven by availability of utilities, interest of property owners to redevelop, and/or any substantial concerns that the current zoning would interfere with achieving the Plan's vision. In summary, careful consideration to the timing of development and associated zoning approvals is essential.

Towards the north end of the district—and for properties with highway visibility—future land uses will focus on commercial service and some retail uses that serve the traveling public, complement existing and planned businesses in the area, and serve McFarland residents with land uses not appropriate or viable for the downtown or Farwell/Highway 51 commercial areas.

Near the southern end of the district, future land uses will include a mix of office, research and development, residential, and lake-oriented retail uses. This reflects the existing land use pattern in the area and future opportunities for “transit oriented development” described more fully in the Mixed-Use Lakeview Village Subdistrict section that follows.

The central parts of Terminal Drive will be a center for high-value industrial and distribution uses, which will be interspersed with the remaining viable gasoline distribution operations. Limited expansions to those operations within current parcel ownerships will be considered in areas that do not interfere with the other recommendations of this Plan. New gasoline distribution or processing facilities will generally not be supported.

On the whole, this Plan proposes significant new opportunities for property owners to develop or sell their land at a greater return than may otherwise be possible. Some property owners who are not interested in selling or developing their land have expressed concerns about their ability to use and enjoy their land in the

present. While it should be clear that substantial changes are planned for this district as a whole in the future, the following are clarifications on the Village's intent regarding existing properties in the district:

- The Village intends to focus redevelopment and possible public land acquisition efforts towards properties and property owners with an interest in redevelopment, over those without such an interest.
- The Village generally intends to rezone lands in the district when development proposals are offered for such lands, except in cases where the current zoning may result in new developments that compromise the vision in this Plan. Even then, the Village will consider ordinance text amendments as a first choice.
- The Village does not intend to apply the guidelines in this Plan to the expansion or remodeling of single- or two-family homes in the district. Rules for such expansion and remodeling are already included in Village zoning and building codes.
- The Village will minimize the extent to which minor remodelings, expansions, and other minor changes to existing non-residential projects in the district have to meet the guidelines in this Plan document, without compromising the vision in this Plan. This intent should be specified through changes to the zoning ordinance, specifically through the creation of a recommended design overlay district described later in this Plan.
- In the event the Village intends to acquire real property for conveyance to a private developer for redevelopment of the property in the planning area, it is the intent of the Village Board to acquire property in the planning area only by mutual agreement with property owners and not by eminent domain pursuant to Wis. Stats. Chap. 32.

### Development Design Principles

In many ways, the design of new development projects will be more important than the land uses being proposed for the sites. Good quality building and site design and materials will lead to higher land values in the district and present an attractive face for nearby future developments. This will enhance property taxes raised in the district, which will help fund public improvements in the district and perhaps allow the TIF district to be retired early. For these reasons, much of the remainder of this Plan focuses on desired site and building design characteristics. Overall, the following design principles will be followed throughout the district:

- **High-quality building facades and landscaping will be the dominant visual image from public streets.** This means that building facades should be made of high quality materials, include architectural detailing, and be softened by appropriate site and foundation landscaping. It also means that generally unappealing activities—such as parking, loading, and dumpsters—should be positioned in less visible locations and screened.
- **Standardized buildings and corporate franchise designs will be discouraged or must be muted or significantly upgraded.** Future development in this district should be reflective of McFarland's unique character and history as a lake- and recreation-oriented small village, as opposed to facilitating the transformation of McFarland into an Anytown, U.S.A.
- **Efficient site design will be emphasized.** This means maximizing future development potential on each site, particularly since the land resource in this district (and in the Village as a whole) is a limited commodity. Future development potential will be maximized through use of multi-story buildings where practical, planning for future build out at the time of initial site planning, providing appropriate connections to neighboring properties, minimizing outdoor storage and excessive paved areas, and designing for regional stormwater management wherever possible.

- **Outdoor operations and storage will be limited.** Even with screening, these types of operations present challenges for the redevelopment of adjoining sites and the overall image of the district and McFarland. Outdoor storage is also a low value use which makes TIF value targets more difficult to achieve.

### Transportation Recommendations

District-wide transportation recommendations focus on improvements to Terminal Drive and Triangle Street and on good bicycle and pedestrian access. Other transportation recommendations are addressed in the sections covering the appropriate subdistricts.

The upgrading of Terminal Drive to modern urban street standards is critical to attracting and maintaining the desired future development quality. The following figure illustrates the recommended future cross-section for Terminal Drive, which includes the following features:

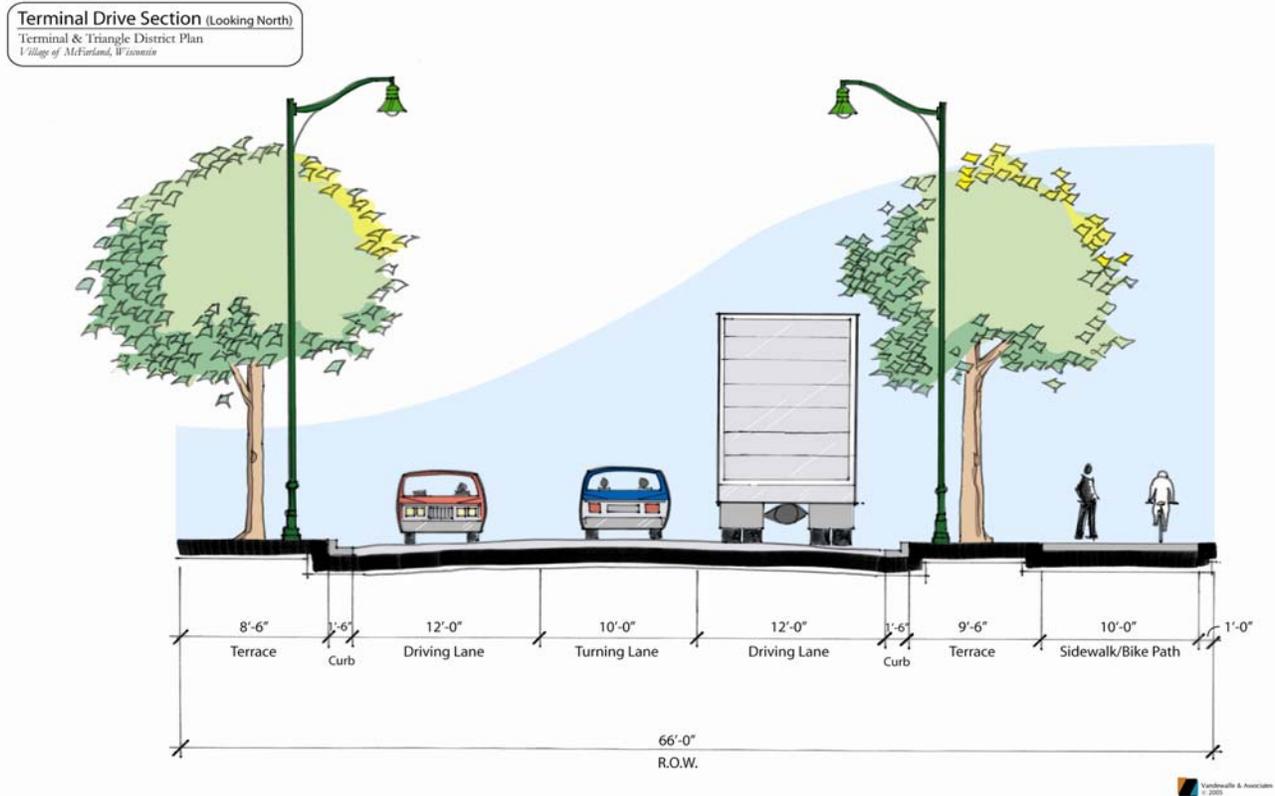
- **Two motor vehicle travel lanes and a center turn lane.** The center turn lane is important to handle the significant truck traffic on Terminal Drive and future commercial traffic without blocking through traffic movements.
- **Multi-use path.** The recommended cross section includes a 10 foot wide paved multi-use path for both walkers and bicyclists. Its location on the east side of the street will help minimize utility work and driveway crossings. For safety purposes, it will be important to keep the number of driveway crossings low.
- **Urban stormwater management improvements.** This includes storm sewer and full curb and gutter to protect pavement edges, direct storm water, and create a finished look.
- **Visual amenities.** Recommended amenities in the street terrace area include street lighting, which may be upgraded slightly from standard “cobra head” lights and include hardware for banners to demark the district. Street trees are also an important component of this recommended street appearance upgrade.



## Map 2: Planned Land Use

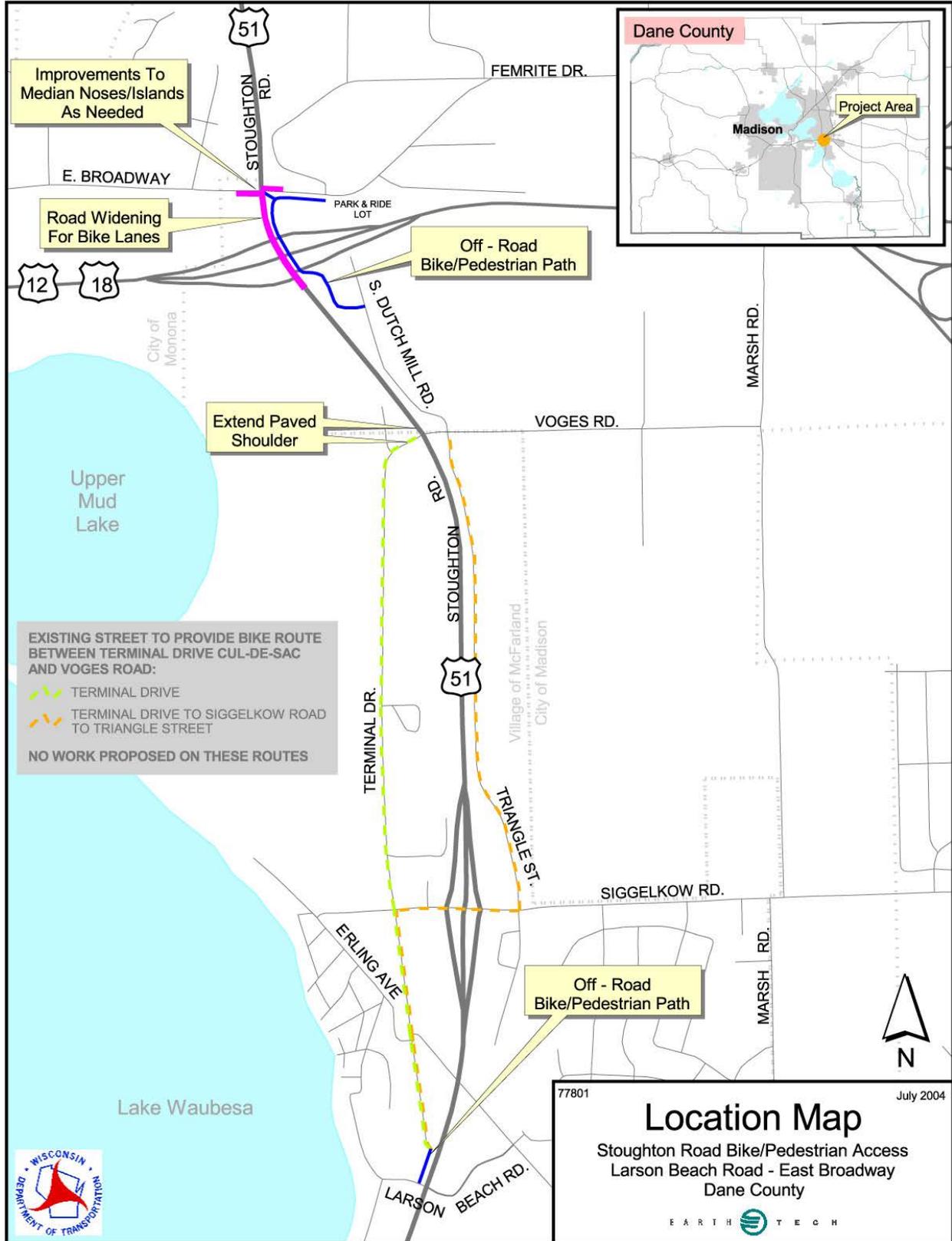


These recommended improvements to Terminal Drive may be phased over time. The highest priority for upgrades in accordance with these standards is within the Beltline-Oriented Commercial Subdistrict. The present rural cross section street is not compatible with the desired character of that subdistrict.



Triangle Street should also be improved to urban street standards, in a manner comparable to improvements within the McFarland Commerce Park to the south.

Map 3: WisDOT Bicycle System Recommendations



Map 3 includes bicycle routing and facility recommendations for the district prepared by the Wisconsin Department of Transportation (WisDOT). WisDOT has identified new bicycle/pedestrian facilities along Stoughton Road from South Dutch Mill Road to the Dutch Mill Park and Ride and from the Terminal Drive cul-de-sac to Larson Beach Road. Construction began in Summer 2005.

Madison Metro bus transit service could be extended from its current terminus at the Dutch Mill Park and Ride into the Terminal Drive area. McFarland may coordinate with Madison Metro to make this happen as redevelopment occurs in this area.

### **Tax Increment Recommendations**

Attracting sufficient tax increment (new property tax revenues) is critical to reaching the Village's economic goals for this district and paying for proposed public improvements in this Plan and the TIF #3 Project Plan.

Increment targets for the Terminal and Triangle District Plan area, which largely shares the same boundaries with TIF #3, vary based on the subdistrict in which a new development project will be located. The increment targets for each subdistrict are as follows:

- Within the Industrial Center subdistrict, the increment target is \$350,000 per acre in general, and \$500,000 per acre for those properties with Highway 51 frontage and visibility.
- Within the Beltline-Oriented Commercial subdistrict, the increment target is \$1 million per acre, reflective of the high value commercial uses that are planned for this subdistrict.
- Within the Mixed Use Lakeview Village subdistrict, the increment target is \$500,000 per acre, which is reflective of greater development uncertainty compared to the Beltline-Oriented Commercial subdistrict.
- Within the Meinders Road subdistrict, the increment target is \$500,000 per acre.

The Village intends to adjust these increment targets on an annual basis to account for inflation. The Consumer Price Index, as reported by the U.S. Department of Commerce, Bureau of Labor Statistics, is one potential source to make these adjustments.

These tax increment targets are particularly important where a developer is requesting direct financial assistance for a redevelopment project. However, the Village and CDA will encourage all projects to meet this goal to help pay for non-project specific costs that benefit the district as a whole, such as the recommended Terminal Drive or landscaping improvements.

**Checklist for Project Support**

The following checklist is intended for Village officials to use when considering offering a new development or redevelopment project financial assistance or project approvals. This checklist considers financial, economic, land use, and urban design impacts of new development projects.

Development projects should ideally meet all of the standards listed below to be considered for direct financial support. The Village Board and/or Community Development Authority (depending on authorization) will consider financial support for projects that have an exceptionally positive impact on the district and on McFarland in general, even if they have “checks” outside of the “meets standard” column. Development approvals (e.g., conditional use permits) will not be granted to projects with more than one “check” in the “does not meet standard” column, except that Plan Commission or Village Board approval may be granted if the project exceeds other criteria.

Standard	Meets Standard		Does Not Meet Standard
	Meets Standard	Neutral	Does Not Meet Standard
Floor area ratio exceeds 0.35 for all subdistricts (or 0.15 for industrial uses in Industrial Center and Triangle/Meinders subdistricts)			
Meets land use recommendations in this Plan			
Will meet design recommendations in this Plan			
Promotes efficiency and connectiveness to Village infrastructure and adjacent parcels			
Meets tax increment targets for the subdistrict where it is located: <ul style="list-style-type: none"> <li>▪ Industrial Center (general): \$350,000/acre</li> <li>▪ Mixed Use Lakeview, Meinders Road, Industrial Center (with Highway 51 frontage &amp; visibility): \$500,000/acre</li> <li>▪ Beltline-Oriented Commercial: \$1 million/acre</li> </ul>			
Includes wages that compare favorably to the Dane County median income level			
Employment density meets or exceeds 5 jobs per acre (not including undevelopable lands)			
If site is along rail spur, project will use spur			

## SECTION 3: HIGHWAY 51 DESIGN SUBDISTRICT

### Overview

The goal of the Highway 51 Design Subdistrict is to unify the Highway 51 corridor and enhance it as a gateway to McFarland through a series of aesthetic improvements. This is an overlay planning subdistrict, which means that properties within this subdistrict also fall within one of the other subdistricts.

These improvements will be completed in large part within planting areas along the corridor to buffer proposed development from the highway and also create visual interest to people traveling on the highway. These enhancements may be completed on a combination of public rights-of-way and private development sites. There are four distinct landscape zones--Wetland Edge, Prairie Plantings, Evergreen Screen, and two Gateways—with recommendations illustrated below and in Map 4.

New buildings are also accompanied by unique design challenges in this subdistrict, which are also addressed through recommendations in this section.

### Landscape Design Guidelines

As presented in Map 4, the following are landscape design guidelines that will apply along the Highway 51 corridor. These guidelines are to be used in tandem with the Village's landscaping standards within the zoning ordinance, and as a starting point for the Urban Forestry Commission's Highway 51 landscaping standards.

- **Wetland Edge.** The Wetland Edge zone is located between the northern edge of the planning area and the intersection of Terminal Drive and Highway 51. The wetlands in this area will enhance future development, such as a hotel, retreat, medical clinic (see Beltline-Oriented Commercial Subdistrict section). The highway edge plantings in this area should include plantings that are typically located near a wetland, including swamp white oak, linden, river birch, and honeylocust.
- **Prairie Plantings.** The Prairie Planting zone is located along Highway 51 in three separate areas between Terminal Drive and Siggelkow Road. The plantings in this area should reflect pre-settlement, oak savanna vegetation. The dominant vegetation should be a mix of prairie grasses and perennials such as aster, coreopsis, coneflowers, blazingstar, black-eyed susan, indigobush, goldenrod (avoid Canadian goldenrod), bluestem, sideoats, and switchgrass. Trees should be planted intermittently and should include oak and hickory, with even more limited understory trees such as musclewood and red cedar.



- **Evergreen Screen.** The Evergreen Screen areas are located to the east and west of the fuel storage tanks along the highway corridor. Tall evergreens such as pine and spruce should be planted closely together to fully screen the large fuel tanks. Existing planting densities and types will not provide for sufficient screening.
- **Gateways.** Two gateways areas should be highlighted along the Highway 51 corridor, the Terminal Drive Gateway and the Lakeview Gateway. The Terminal Drive Gateway, located at the intersection of Terminal Drive and Highway 51, should contain a Village identification feature and sign, a “Terminal and Triangle District identification sign, and ornamental plantings. The Village identification feature should reflect the existing and desired character of the Village, and may include public art. Plantings in this area should be visually different than the adjacent corridor plantings. Plants which exhibit showy fruit, flowers, fall color and bark should be installed around the signs. The Lakeview Gateway is located just west of Highway 51 near the intersection of Siggelkow Road and Terminal Drive. This gateway should contain a Lakeview District sign as well as ornamental plantings to welcome visitors of the mixed-use village to the west.

**Other Building and Site Design Guidelines**

Buildings with attractive facades facing Highway 51 are of critical importance to enhance the aesthetic quality of the corridor. In general, the appearance of the building facades visible from Highway 51 should be comparable to the actual front of the building, if the Highway 51 façade is not considered the front. Specific building and site design guidelines for properties with frontage on Highway 51 include the following:

- Preserve existing on-site vegetation, especially large trees, wood lots, and remnant wetlands and prairies.
- Plant new landscaped buffer zones at site edges bordering the Highway 51 corridor, in accordance with Map 4 and the above standards.
- Orient and locate service and storage areas to minimize visibility from Highway 51, and heavily screen parking areas adjacent to the highway.
- Screen rooftop mechanicals and utilities through roof parapets and other treatments. Require mechanicals and utilities to be shown on submitted site and building plans before project approvals.
- Do not allow pole mounted signs, billboards, or bright lights positioned toward Highway 51. Promote the use of wall-mounted signs, where necessary for the business, over ground-mounted signs.
- Meet Beltline-Oriented Commercial and Industrial Center standards for building materials, quality of construction, and theme, especially for portions of structures visible from Highway 51.



## Map 4: Highway 51 Design District



## SECTION 4: BELTLINE-ORIENTED COMMERCIAL SUBDISTRICT

### Overview

Given its orientation to the Beltline, its status as the main northern gateway to McFarland, and its proximity to an emerging regional job center, the Beltline-Oriented Commercial Subdistrict is in an excellent position to function as a commercial center. The edges of this subdistrict are well-defined by Badger Business Park, the front yard of US Oil, the wetlands adjacent to Upper Mud Lake, and Highway 51 (see Map 4). The area has high accessibility and visibility.

The Village should capitalize on this exciting opportunity to establish a commercial node near the Beltline, in cooperation with property owners, the City of Madison, and WisDOT. The development theme should focus on the nature-based recreational opportunities that are in the McFarland area and potential in and adjacent to this subdistrict. Future uses in this area should focus on providing services to employees of the emerging job center and Beltline travelers, as opposed to retail and services that would be appropriate in interior parts of the Village. Overall, there should be a nearly complete transformation of land uses within this subdistrict compared to what exists today.

### Redevelopment Concept

The Beltline-Oriented Commercial District should contain uses related to its interchange location, the emerging job center in the Voges Road/Marsh Road area, and needs of residents that may not be satisfied in existing commercial development areas in the Village. Based on a market assessment completed as part of this Plan, potential future uses in this subdistrict include:

- Hotel with a retreat/conference center
- Highway and job oriented retail
- Sit down restaurant
- Financial institution
- Health clinic
- Child care center
- Offices
- Gas station/convenience store
- Contractor shops/services (especially next to U.S. Oil)
- Other retail uses that do not compete with downtown businesses, such as those oriented to home products.



Map 5 is a concept plan map for the redevelopment of the Beltline-Oriented Commercial District. It suggests the coordinated redevelopment of the larger vacant and underutilized sites that exist in this subdistrict today.

The suggested hotel, with an adjoining retreat and conference center, should be tucked close to the lake and natural areas. This site enjoys Beltline visibility from at least one mile to the west and is adjacent to permanently preserved wetlands and Upper Mud Lake. The site suggests a hotel niche opportunity that is not yet represented on the southeast



side of the Madison area. Madison area hotel occupancy statistics suggest that the Madison Hotel market is stronger than all other metro area markets in Wisconsin. The hotel may share parking spaces with users of the Capital Springs Centennial Recreation Area. Pedestrian access from the parking lot to Upper Mud Lake and the surrounding areas may also be provided. A natural area—including adjacent wetlands and woods—should be preserved for outdoor learning and nature trails.

A prominent site at the north end of this district should be reserved for a multistory medical clinic or corporate office building. This site enjoys superior visibility from Highway 51 and the Beltline.

The highly-visible and highly-accessible site immediately south of the Terminal/51 intersection may be most appropriate for a financial institution, or other two-story uses including commercial and/or office uses. Other uses that support employment traffic and the hotel/conference center should be encouraged in the northern part of this subdistrict. Map 5 suggests additional development opportunities if WisDOT were willing to vacate part of the “triangle” area in this subdistrict.

Further south in the district, buildings should be oriented to the redesigned Terminal Drive, with parking to the sides and behind. Rear-yard parking and loading is particularly appropriate for the sites on the west side of Terminal Drive, adjacent to the gasoline tanks. Land uses would predominately be commercial east of Terminal Drive, but may also include industrial and high-quality contractor uses to the west of Terminal Drive. The key is to maintain a consistently high design quality regardless of land use.

The recommended implementation strategy for achieving the recommendations of this concept plan is included in the final section of this Plan.

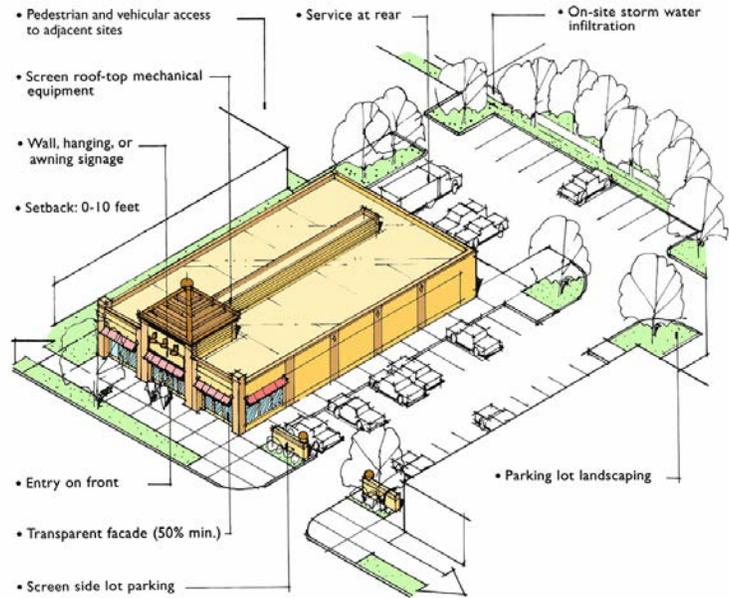
### Detailed Development Design Guidelines

The following design guidelines, along with those in the Summary of Site and Building Design Standards by Subdistrict table, Appendix A, should be followed with new development proposals and substantial expansions.

#### Site Design

- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Install sidewalks on all streets, connect building entries to sidewalks and crosswalks, and provide bicycle parking.
- Locate service areas, mechanical equipment, and refuse containers to the rear of buildings and screen them.

- Screen ground-, roof-, and wall-mounted mechanical equipment.
- Minimize curb cuts and access points to public streets and coordinate with the recommended local street pattern.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Landscape front yards and parking areas with plantings that reflect the location of this area near wetlands and the lake edge, reflecting the desired nature-based recreation design theme.
- Convey storm water to on-site or in district infiltration areas, which should be designed as site amenities.
- Preserve woods and lake views when sites develop.
- Strive for a floor area ratio (FAR) of between 0.35 and 1.5.
- Maintain a minimum of 50% of front building wall at 10' to 30' from Terminal Drive right-of-way **or** a minimum of 50% of front building wall at 30' to 80' from Highway 51 right-of-way.



**Building Design & Materials**

- Design buildings to be between one and four stories in height, except for the hotel which may be a maximum of six stories. Multi-story buildings are encouraged where feasible. There should be a two-story minimum near the intersection of Terminal Drive and Highway 51.
- Create a prominent building profile. Even on one-story buildings, design exterior walls to appear at least one-and-a-half stories in height.
- Promote high-quality buildings designed by architects and design professionals. Avoid stock building designs and buildings that replicate others already in the area.
- Incorporate architectural styles that reflect the desired recreation-based character of the district, including use of stone and wood materials, pitched roofs, and designs that artfully transition between interior and exterior spaces.
- Discourage standardized franchise or corporate architecture, and bright or highly contrasting color schemes. Standard prototype corporate architecture is not allowed. New buildings should be designed to be compatible with the desired gateway character of the Village.
- Continue the architectural theme, design elements, and detailing on all sides of a building through the use of compatible building materials and designs, with particular attention towards high-quality building design on all facades adjoining public streets (including Highway 51).
- Do not allow loading docks or overhead doors on street-facing facades, and screen these features when located on other facades.
- Provide overhangs for pedestrian shelter.
- Design buildings so that their height and scale is compatible with surrounding buildings, or at least provide appropriate transitions.
- Screen rooftop mechanical equipment.
- Vary building facades by using different but complementary colors, material arrangements, wall setbacks (staggered facades), roof lines, and/or windows.

- For larger buildings, use various techniques to reduce apparent scale and monotony, such as proper use of window patterns, structural bays, articulated entryways, roof overhangs, siding, awnings, moldings, and fixtures.
- For multiple building projects, design each building to create a visual relationship among all buildings.
- Use high-quality natural building wall materials, such as stone, wood, brick, and glass. Fabricated products, such as pre-cast concrete and hardi-plank siding, may also be considered. Avoid metal and vinyl siding, except where used as a deliberate and attractive architectural element or for a future building expansion wall.

**Building Orientation**

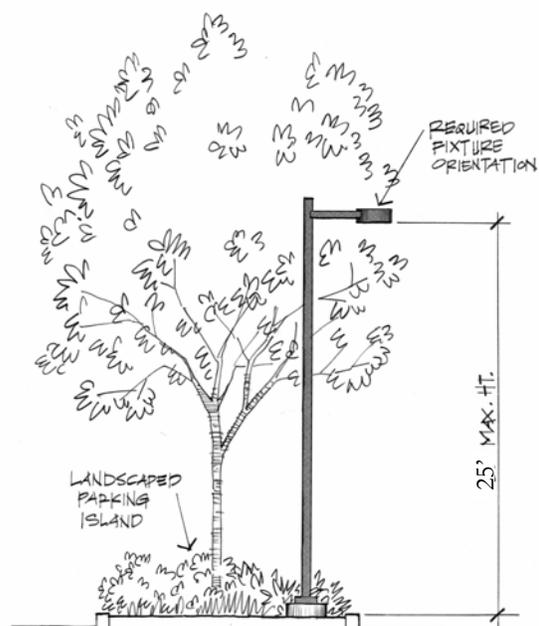
- Respect the placement and orientation of surrounding buildings and streets for cohesion between sites and an attractive street scene.
- Orient building facades parallel to the primary abutting street, with entrances and storefronts oriented towards that street.
- Make public building entrances clearly identifiable and accessible.
- Site buildings to allow for safe and connected pedestrian and vehicular circulation.
- Avoid deep building setbacks behind large expanses of parking lot or vacant land.
- Group back-of-building areas on double-fronted lots.
- Avoid linear, “strip commercial” development patterns within multi-occupant development projects. Such buildings and occupant spaces should instead be arranged and grouped so that their orientation complements adjacent, existing development and frames the development site and parking areas.



*Pedestrian scale lighting*

**Lighting**

- Design pedestrian scale lighting in front of buildings to not exceed 15 feet in height, and parking lot lighting to not exceed 25 feet in height.
- Building-mounted lighting may be used to highlight architectural features or main building entrances. Avoid general floodlighting or the neon outlining of building façades.
- Locate exterior light fixtures at least three feet from all lot lines and within landscaped islands or outside of parking lot edges



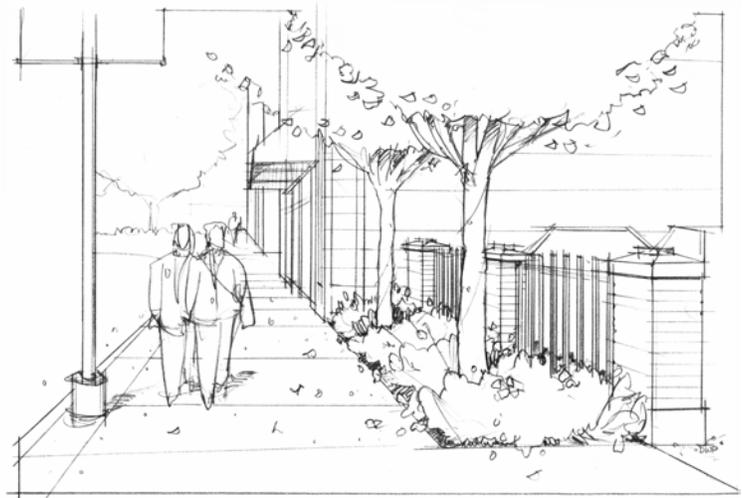
*Desired pole lighting height, orientation, and placement in a parking lot*

wherever possible to minimize the need for tall concrete bases.

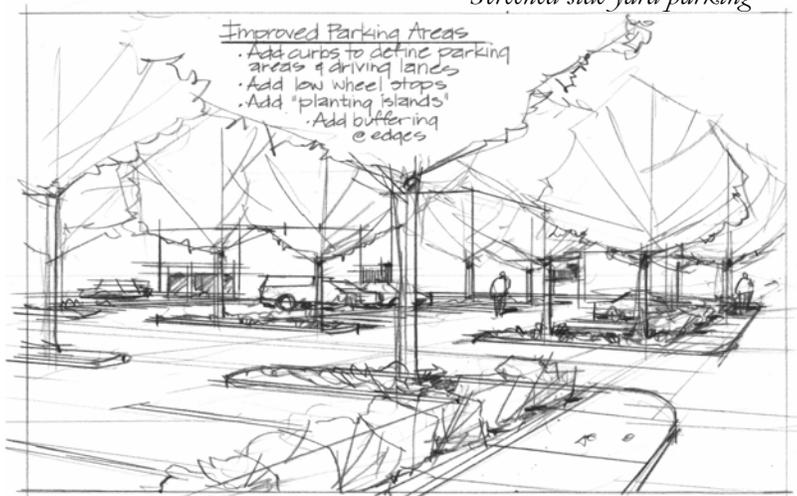
- Utilize incandescent or high-pressure sodium (HPS) light fixtures, except where “true-color” rendition is required, metal halide (MH) fixtures may be permitted.
- Use ninety-degree (90°) down-cast, cutoff fixtures (without drop lenses) for all lighting, including lighting under gas canopies and mounted to buildings.
- Avoid lighting “hot-spots”. Average illumination levels in parking lots should not exceed 5 footcandles and lighting below gas canopies should not exceed 30 footcandles.
- Keep lighting levels at lot lines to a maximum of 0.5 footcandles.

**Parking**

- Allow on-street parking on all streets except Terminal Drive, Highway 51, and Triangle Street before it is reconstructed. Allow use of these on-street spaces to meet Village parking space standards.
- Site parking to the rear or non-street side of the main building, except where necessary along Highway 51. Parking along side yards and Highway 51 should be screened from the street to minimize the visual impact of parked vehicles.
- Encourage shared parking between nearby buildings, parcels, and land uses to minimize creation of excess paved areas.
- Locate parking lots to the inside of all required front, side, and rear building setbacks (to not encroach in setback areas), except for approved shared parking areas.
- Divide larger parking lots into pods, with each pod containing not more than 100 spaces.
- Provide landscaped islands, each with a minimum size of 200 square feet, and at the minimum rate of one island for every 12 parking spaces (24 for double rows).
- Encourage safe pedestrian walkways from the parking lot to building.
- Pave all parking areas with a dustless all-weather hard surface, like asphalt or concrete, and encourage use of pervious paved surfaces.



*Screened side yard parking*



*Example of Parking Lot Design Standards*



*Pedestrian walkway*

### Signage

- Locate signage on-building or on-site per the Village’s Sign Ordinance. On buildings, use awnings, projecting, wall-mounted, or window type signs. On-site, use a monument type base and integrate with site landscaping.
- Emphasize building visibility from the Beltline rather than sign visibility.
- Integrate signage location, shape, and size with building design.
- For monument signs, use durable base materials that are similar to main building materials, and place landscaping near the base. Exposed supports or guy wires to stabilize signs are strongly discouraged.
- Encourage combining signage onto one ground mounted sign where there is more than one business on a lot, rather than having a separate ground mounted sign for each business.
- Do not permit and remove the following types of signs: off-site advertising and directional signs including billboards; roof signs; temporary signs displayed for more than ten consecutive days or 30 total days in a calendar year; inflatable signs or displays; portable signs such as mobile trailer signs; changeable message or streaming message signs; flashing signs; internally illuminated signs; rippling or sparkling signs; spotlights; and a wide variety of strings of lights, “tinsel”, “pom poms”, “pinwheels”, pennants, banners, streamers, and related attention-getting devices.
- Screen external spot or flood lighting of signs from direct view from public streets, driveways, or adjacent properties, and to avoid light spill-over into the night sky.

### Gas Stations and Convenience Stores

Special attention should be given to locating and designing gas stations and convenience stores. One or two such establishments in this subdistrict are acceptable. The following design guidelines are recommended in addition to the previous guidelines:

- Limit the amount of unrelieved paved area on the site through the use of landscaping and other site design techniques.
- Design buildings to provide an attractive appearance that is compatible with the surrounding area. Prefabricated buildings are discouraged.
- Design separate structures (canopy, carwash, cashier’s booth, etc.) on the site with consistent materials, architectural details, and design elements for a cohesive project.
- Carefully plan for car wash facilities. The car wash opening should be sited so that it is not directly visible as the primary view from the street. Site design should also address the issues of off-site noise, adequate drainage systems to keep water off public streets and adjacent properties, circulation and vehicle stacking, and placement of vacuums.
- Avoid the use of attention-getting devices such as excessive or regular temporary signage, roof lighting, backlit canopies, banners, pennants, neon building edging, and signage that does not meet the standards in these design guidelines or the Village’s Sign Ordinance.

### Transportation Recommendations

The future vision for this subdistrict suggests a substantial upgrade in the land use mix, design quality, and property tax base. This vision will be very difficult to achieve with the low-grade road quality that exists today, typically along Terminal Drive. Therefore, the Village intends to upgrade Terminal Drive to urban standards within the Beltline-Oriented Commercial District to precede or coincide with adjacent redevelopment. The recommended design is included within Section 2 of this Plan.

Between U.S. Highway 51, Terminal Drive, and a short cul-de-sac west of Highway 51, there is a triangular shaped piece of land owned by the Wisconsin Department of Transportation (WisDOT). This site would be an ideal location for private redevelopment due to its prominent location. Map 4 provides a concept plan

for how that site may be redeveloped if it were vacated. At this time, WisDOT is not interested in vacating all or part of the right-of-way. However, this position could change once the WisDOT Alternatives Analysis for the Highway 51 corridor is completed. Relocation of the state inspection facility would also be necessary.

Redevelopment of this subdistrict should include the creation of new local streets or shared drives to serve deeper parcel areas. As shown on Map 5, the current cul-de-sac could lead into a proposed street which, combined, would provide access to the hotel/conference center, medical clinic/corporate office, and related uses. In order to improve circulation and avoid double stacked lots, a new access drive or road should be added between Terminal Drive and Highway 51. There should be on-street parking on these new roads, if public.



## Map 5: Beltline-Oriented Commercial District



## SECTION 5: MIXED-USE LAKEVIEW VILLAGE SUBDISTRICT

### Overview

The Mixed-Use Village Lakeview Subdistrict is envisioned as a future lake-focused transit oriented development. A transit oriented development provides living, working, and shopping opportunities in higher-density forms and in close proximity to mass transportation opportunities. A transit oriented development is envisioned because the area:

- Already includes a mix of uses like lakeview cottages and apartments, lakeview-oriented businesses and gathering places like taverns and bait shops, and public open spaces like McDaniel and Bryant Parks.
- Is in close proximity to the modern interchange of Siggelkow Road and Highway 51 and a railroad line—envisioned in regional studies for future commuter rail service.
- Has varying topography and lake views, which are more conducive to a mix of mostly office and residential uses, rather than industrial or storage uses.
- Is separated from the rest of the rest of the Terminal and Triangle District by topography changes, wooded areas, and a creek. Heavy truck traffic is also not permitted along this section of Terminal Drive.

The development theme for this area should relate to the historic flavor of the nearby lakeview community. Because of existing development in the area—most notably the Exxon-Mobil site—development in this area should be carefully phased to ensure use compatibility. Also, because residential uses are in the future use mix, soil clean-up of contaminated sites will need to be assured to meet safe residential levels. A long-term change in use of the southern portion of the Exxon-Mobil is important to fully achieve the vision for this subdistrict.

### Redevelopment Concept

As illustrated in Map 6, the recommended future use mix in this subdistrict is focused on a mix of the following land uses:

- **Multi-story office buildings** west of Terminal Drive. These office buildings would be 3 to 5 stories high to capture views of Lake Waubesa and potentially the Capitol building. Offices in this location will also ensure compatibility with the Exxon-Mobil site, as long as it remains in its present location. This area may also be appropriate for mixed residential/office uses, particularly if land use compatibility concerns can be addressed.
- **Mixed-use buildings** (3 to 5 stories) close to the present intersection of Siggelkow Road and Erling Street. These should include lake-oriented retail and restaurant uses on the first floor, offices or housing above, and ideally underbuilding or structured parking.



- **Residential uses**, possibly including a multi-story condominium building close to the lake and lower-level two- to four-story townhouse options in other parts of the subdistrict. Housing will benefit from the lake view location, and may also capture Capitol views. It is also compatible with existing residences in the area, and will help support business uses in the area. All this being said, areas planned for residential uses may also be considered for lower intensity office and/or retail uses as an alternative.
- **Commercial use opportunities**, adjacent to or integrated with a proposed commuter rail depot and in a proposed redevelopment site at the northwest corner of the Siggelkow Road and Highway 51 interchange. This does include auto-oriented commercial uses.

Map 6 suggests a conceptual layout for new development and redevelopment in the Mixed-Use Lakeview Village District in a coordinated manner, with an option for future land uses east of Terminal Drive presented on the following page. East of Terminal Drive, the terrain is steep, with areas with slopes over 20 percent. Special care should be taken when developing this site to preserve existing trees and the ridgeline. In this effort, buildings should be constructed along topographical lines to minimize excavation and tree removal. Parking lots should also be terraced along topographical lines.

Compared to the Beltline-Oriented Commercial Subdistrict, it will likely take a number of years to fully achieve the recommended vision for the Mixed-Use Lakeview Subdistrict. Further, the Village or Community Redevelopment Authority may need to become involved in land acquisition and resale to facilitate appropriate redevelopment. All incremental development decisions should contribute to this overall vision.

The recommended implementation strategy for achieving the recommendations of this concept plan is included in the final section of this Plan.



*Option for Future Office Development East of Terminal Drive (see also Map 6)*

## Detailed Development Design Guidelines

The following design guidelines, along with those in the Site and Building Design Standards by Subdistrict table, should be followed with new development proposals and substantial expansions.

### Site Design

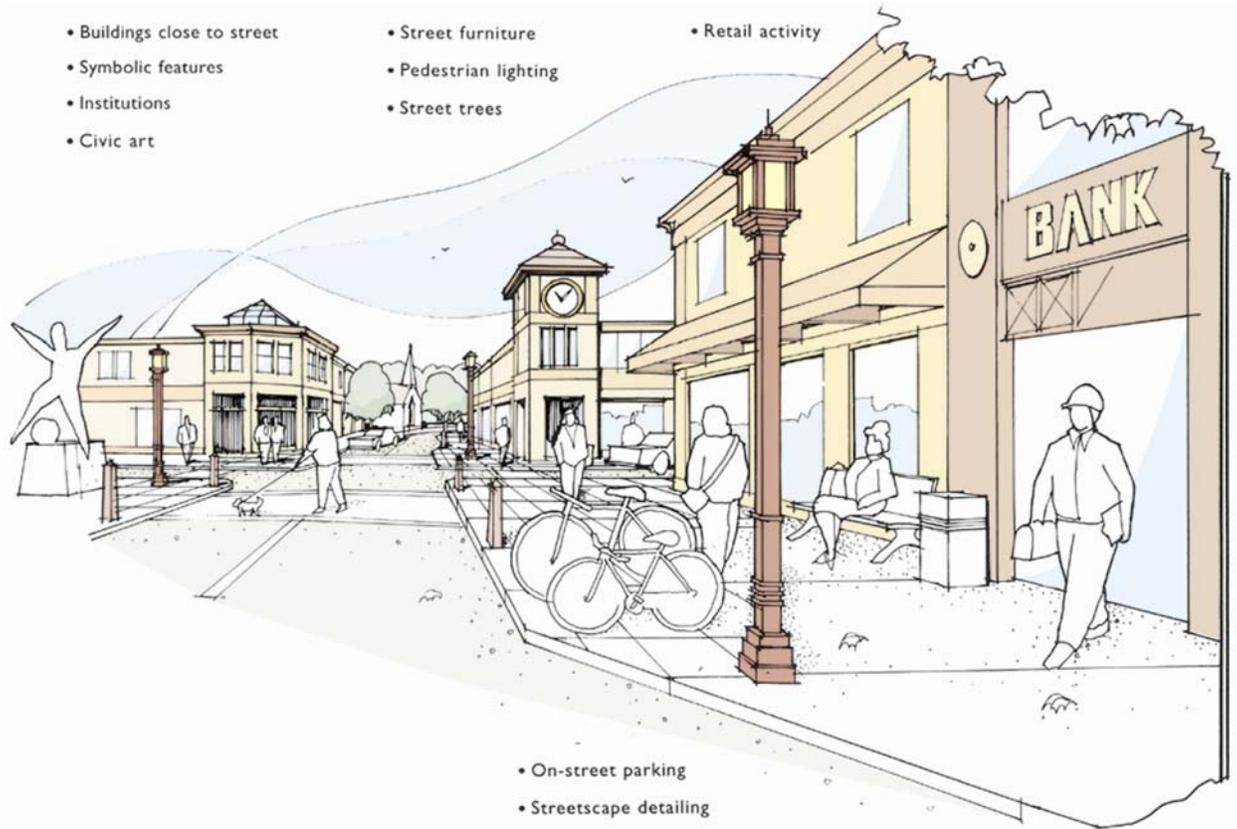
- Coordinate vehicular and pedestrian circulation with existing and planned future development on adjacent lots. Recognize that the vision of this subdistrict may take several years to evolve.
- Install sidewalks on all streets, connect building entries to sidewalks and crosswalks, and provide bicycle parking.
- Reserve space for a parking structure. A two- or three-tiered structure may be necessary to accommodate the proposed multi-story, mixed-use buildings and parking associated with a future transit stop.
- Locate service areas, mechanical equipment, and refuse containers to the rear of buildings and screen them.
- Screen ground-, roof-, and wall-mounted mechanical equipment.
- Minimize curb cuts and access points to public streets and coordinate with the recommended local street pattern through this subdistrict.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Design urban, landscaped plaza spaces in lieu of front lawns for “transit oriented” sites near the future transit stop and Siggelkow Road.
- Landscape front yards, plazas, and parking areas with plantings and sculpture that reflect the “lakeview village” orientation and character of this district.
- Preserve woods and lake views when sites develop. Seek out and protect Capitol views.
- Promote urban stormwater management approaches and on-site water quality features.
- Strive for a Floor Area Ratio (FAR) of between 0.35 and 3.0.
- Maintain a minimum of 75% of the front building wall 5’ to 20’ from Siggelkow Road right-of-way.
- Site other buildings to take advantage of the views and topography.



### Building Design & Materials

- Design buildings to be between two and five stories in height, except new housing and commercial uses east of Terminal Drive may be in one-story buildings.
- Incorporate architectural styles that are compatible with the surrounding lakeview community. This includes varied rooflines and building forms, less rigid adherence to architectural continuity within buildings than may be otherwise expected (lakeview cottages are often added onto over time), and nautical themes without becoming cartoonish.
- Create facades reflecting different types of uses. Lower levels of commercial and office buildings should have at least 50% transparent surfaces.

- Encourage the highest densities within this subdistrict around the future transit station area, near the end of Siggelkow Road. This will help create an identifiable place, create a built-in market for local shopping and services, and enhance transit ridership.
- Promote high-quality building design by architects and design professionals.
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise



*Desired Mixed-Use Lakeview Village Design Character (near west end of Siggelkow Road)*

design that signifies a particular brand or style.

- Continue the architectural theme, design elements, and detailing on all sides of a building through the use of compatible building materials and designs.
- Design buildings so that their height and scale is compatible with surrounding buildings, or at least provide appropriate transitions.
- Vary building facades by using different but complementary colors, material arrangements, wall setbacks (staggered facades), roof lines, and/or windows. Set back building facades above the 3<sup>rd</sup> story.
- Provide overhangs for pedestrian shelter.
- Screen rooftop mechanical equipment and service areas.
- Emphasize high-quality natural building wall materials, such as brick, block, and glass—particularly on first stories. Avoid metal siding.

**Building Orientation**

- Respect the placement and orientation of surrounding buildings and streets for cohesion between sites and an attractive street scene.

- Orient building facades parallel to the primary abutting street, with entrances and storefronts oriented towards that street.
- If the building is oriented toward Siggelkow Road, then a minimum of 75% of the front building wall should be at 5' to 20' from that street's right-of-way.
- Buildings not on Siggelkow Road may set back from the street to maximize lake and possible Capitol views and to minimize tree disturbance.
- Make public building entrances clearly identifiable and accessible.
- Site buildings to allow for safe and connected pedestrian and vehicular circulation.

### Lighting

- Design pedestrian scale lighting in front of buildings to not exceed 15 feet in height, and parking lot lighting to not exceed 25 feet in height.
- Building-mounted lighting may be used to highlight architectural features or main building entrances. Avoid general floodlighting or the neon outlining of building façades.
- Locate exterior light fixtures at least three feet from all lot lines and within landscaped islands or outside of parking lot edges wherever possible to minimize the need for tall concrete bases.
- Utilize incandescent or high-pressure sodium (HPS) light fixtures and ninety-degree (90°) down-cast, cutoff fixtures (without drop lenses) to soften lighting impacts on nearby residential properties and the night sky.
- Avoid lighting "hot-spots". Average illumination levels in parking lots should not exceed 5 footcandles, and at property lines should not exceed 0.5 footcandles.

### Parking

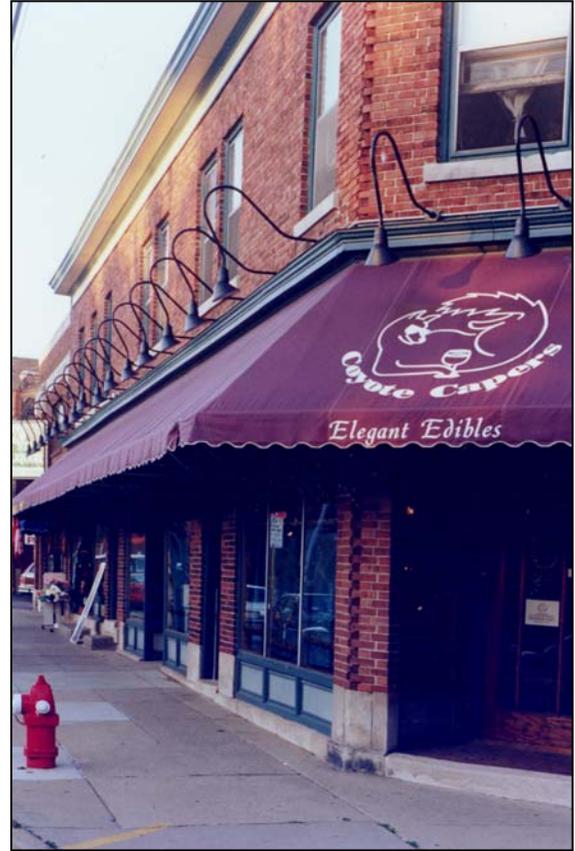
- Allow on-street parking on all streets, except Highway 51 and possibly Terminal Drive.
- Within the planned mixed use area near the west end of Siggelkow Road, site parking to the rear or non-street side of the main building. As part of phased building construction, incorporate structured or tiered parking, such as is used next to the Great Dane in Fitchburg (see photo). Buffer front and side parking in the remainder of the district from the public street. No greater than 40' of parking lot frontage on streets (except where buildings are set back to protect trees, maximize lake views, or along Highway 51) should be allowed.
- Extend diagonal on-street parking west along Siggelkow Road to enhance accessible parking, provide an intimate character, and maintain low traffic speeds.
- Share parking lots among uses with parking demands at different times of the day to maximize building density without paving too much land for parking.
- Locate parking lots to the inside of all required front, side, and rear building setbacks (to not encroach in setback areas), except for approved shared parking areas.



- Provide landscaped islands, each with a minimum size of 200 square feet, and at the minimum rate of one island for every 12 parking spaces.
- Encourage safe pedestrian walkways through the parking lot to the building.
- Pave all parking areas with a dustless, all-weather, hard surface like asphalt or concrete.

### Signage

- Locate new signs along Siggelkow Road on the first floor areas of buildings only, encouraging themed, small scale projecting signs in this area.
- On-building signs may be on awnings, projecting, wall-mounted, or window type signs. Encourage icon signs which are shaped to reflect the use of the building, scaled with relation to the size of the building and the pedestrian orientation of the district, and designed to reflect the desired “lakeview village” theme of the area.
- Integrate signage location and shape with building design, rather than as an afterthought.
- For sites not along Siggelkow Road, allow wall-mounted and monument-style ground mounted signs only.
- Construct monument signs of durable base materials that are similar to main building materials. Landscaping should be installed near the base.
- Do not permit the following types of signs: off-site advertising and directional signs including billboards; roof signs; temporary signs displayed for more than ten consecutive days or 30 total days in a calendar year; inflatable signs or displays; portable signs such as mobile trailer signs; changeable message or streaming message signs; flashing signs; internally illuminated signs; rippling or sparkling signs; spotlights; and a wide variety of strings of lights, “tinsel”, “pom poms”, “pinwheels”, pennants, banners, streamers, and related attention-getting devices.
- Screen external spot or flood lighting of signs from direct view from public streets, driveways, or adjacent properties, and to avoid light spill-over into the night sky.



### Transportation Recommendations

This subdistrict enjoys a variety of existing and future transportation options, providing excellent access to the rest of McFarland and the region. Transportation opportunities include the following:

- **Interchange access.** This subdistrict is next to the modern interchange of Highway 51 and Siggelkow Road, which provides excellent access to the region. Additionally, Siggelkow Road east of the interchange will only increase in importance as adjacent land develops. The Village’s Comprehensive Plan envisions the expansion of Siggelkow Road to four lanes east of the Interchange. This will help funnel more local traffic to the Lakeview Village.
- **Transit.** In the short term, Metro bus transit service could be extended from its current terminus at the Dutch Mill park and ride into the Terminal Drive area. McFarland may coordinate with the City and Madison Metro to make this happen as redevelopment occurs in this area. In the longer term, the

railroad that runs through this area is slated to provide commuter rail service. Commuter rail service will enhance the viability of the Lakeview Village and vice versa. Therefore, a station with adequate parking is envisioned in this subdistrict. The Village intends to advocate for the timely extension of commuter rail service to the area.

- **New roads.** A more fully developed street network in the center of the Lakeview Village Subdistrict, as conceptualized in Map 5, will provide greater access for residents and businesses. In particular, a new public road is envisioned to connect Terminal Drive to Siggelkow Road. This road would provide access to and allow the division of deeper parcels, and create a more interconnected and pedestrian-oriented feel. Construction of this road will likely occur in tandem with commitments to redevelop adjacent lands.
- **Bicycle access.** Village plans suggest an off-street bicycle path running along the rail line, connecting to Capital Springs State Park and the City of Madison to the northwest. This is likely a long-term proposition—perhaps built at the time the rail line is upgraded for commuter purposes. In the short term, local roads and bicycle lanes in upgraded Terminal Drive and Siggelkow Road will provide bicycle access to McFarland and the larger area.
- **Structured parking.** This subdistrict includes a recommendation for structured or tiered parking (i.e. parking ramp) near the corner of Siggelkow Road and Erling Street. The Village will coordinate with nearby property owners on the feasibility, construction, use, and ongoing maintenance of structured parking. Options for construction and ongoing maintenance may include a parking utility, dedicated TIF funds, or private ownership with a public use easement.

## Map 6: Mixed-Use Lakeview Village



## SECTION 6: INDUSTRIAL CENTER SUBDISTRICT

### Overview

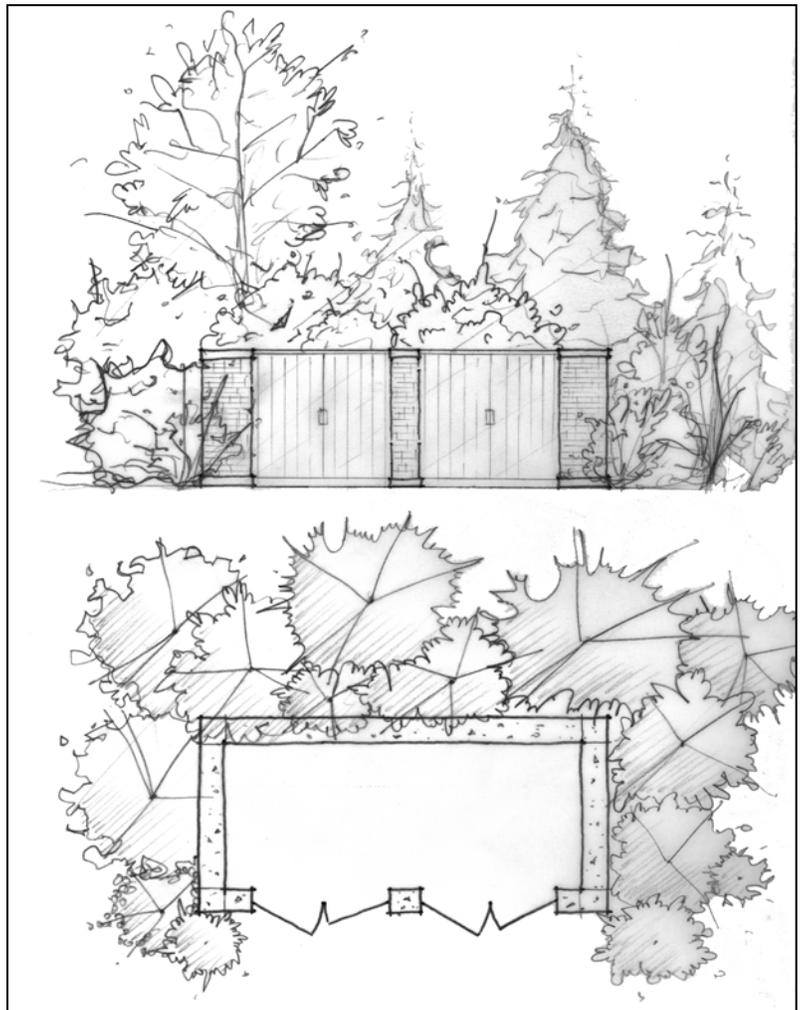
The proposed Industrial Center Subdistrict is located along Terminal Drive, between the Beltline-Oriented Commercial Subdistrict and the Mixed-Use Lakeview Village Subdistrict. It will continue to be the home to the most viable gasoline distribution facilities in the area, as many of these would be extremely challenging and costly to relocate. That being said, redevelopment and “front yard” new development opportunities also are present in this area. The overall focus will be on manufacturing, distribution, offices, and support uses, with a greater emphasis on high-quality buildings and site design. Lands with visibility from Highway 51 may also be available for commercial uses that are compatible with an industrial location, such as building and home supply stores. Sensitive transitions to the subdistricts to the north and south will be important to achieve the redevelopment vision in those areas. Lands with direct rail access should be reserved for industries that will use rail service.

### Detailed Development Design Guidelines

The following design guidelines, along with those in the Site and Building Design Standards by Subdistrict table, should be followed with new development proposals and substantial expansions.

#### Site Design

- Connect building entries with walkways to planned sidewalks in Terminal Drive, distinguishing them from driving surfaces.
- Locate service areas, loading docks, mechanical equipment, and refuse containers to non-street sides of buildings and screen them.
- Include adequate, accessible, and convenient areas for collecting and loading trash and recyclables. Trash enclosures should screen dumpsters and be constructed of sturdy, durable, opaque materials compatible with the building design, and should not be located in a street-facing yard.
- Screen ground-, roof-, and wall-mounted mechanical equipment from public rights-of-way and adjacent properties.
- Landscape front yards, parking areas, and street-facing building foundations.
- Convey stormwater to on-site or in-district infiltration areas.
- Provide bicycle parking.
- Place fully screened outdoor storage or display areas to the inside of all



*Desirable Dumpster Enclosure and Landscaping*

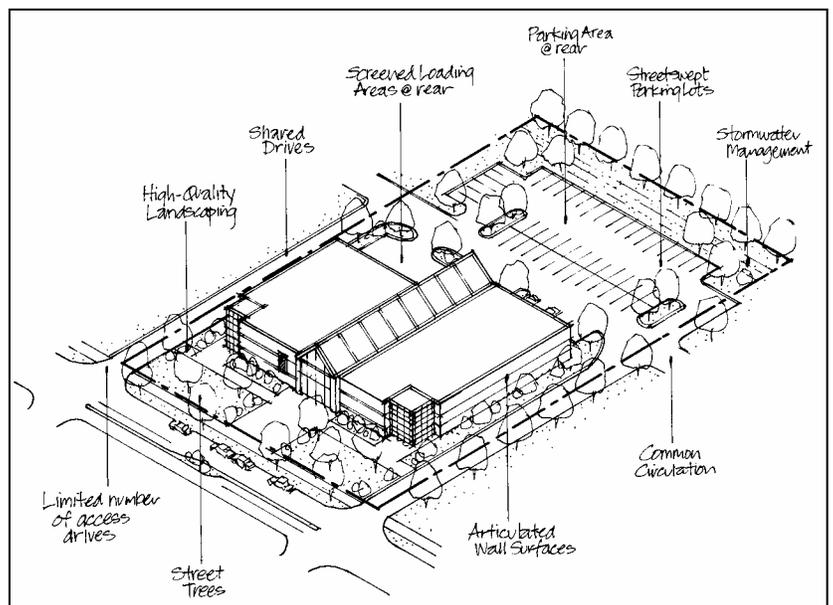
required side and rear building setbacks, with dense landscaping on the outside of these areas. Do not include outdoor storage areas within any street yards.

- Permanently define and screen all outdoor storage areas with dense landscaping, opaque walls and/or opaque fences. Materials, colors, and design of screening walls and/or fences should be compatible with the building. The height of stored or displayed materials should not exceed the height of the screening wall or fence. Construct walls and fences with high quality materials, such as decorative block, brick, stone, treated wood, or wrought iron.
- Limit outdoor operations and store equipment and raw materials inside buildings to ensure minimal visual impact on neighboring uses and the public.
- Locate limited outdoor merchandise display areas near building entrances, without affecting traffic flow.
- Follow standards from page 20 of this report for buildings with more than one street frontage.
- Strive for a Floor Area Ratio (FAR) of between 0.15 and 1.0 for industrial uses and between 0.35 and 1.5 for commercial uses.
- Maintain a minimum of 50% of the front building wall 20' to 35' from Terminal Drive or McFarland Street right-of-way.



**Building Design & Materials**

- Select building materials with lasting architectural character (strength, durability and quality).
- Encourage use of the following exterior wall materials: brick, decorative masonry block, architectural grade metal panels, cedar siding, stone, architectural pre-cast concrete panels, Exterior Insulation and Finish System (EIFS), Dry-vit, and glass.
- Do not allow corrugated-type metal or steel external siding on more than 25% of all street visible facades.
- Incorporate similar or architecturally harmonious materials for all exterior building walls and other building components visible from public streets.
- For industrial buildings, portray a quality office appearance at entries and around public/office spaces.
- Allow future expansion walls on industrial buildings, provided that there is a definitive plan for



*Example of industrial development design standards*

finishing the building and appropriate landscaping or other measures to soften the appearance of the future expansion wall in the interim period.

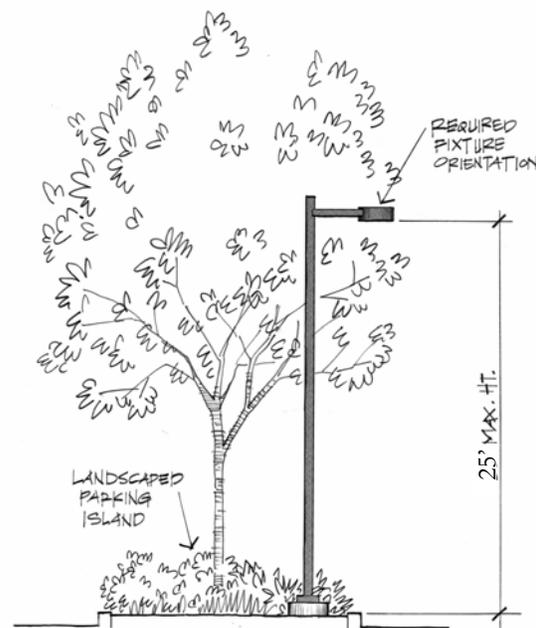
- Encourage use of earth tone colors, such as gray, green, brown, burgundy, and tan. Discourage florescent, bright, and brilliant colors.
- Incorporate loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions into the overall design of the building, so that the visual and acoustic impacts of these functions are contained and they are generally out of view from adjacent sites and public streets.
- Locate loading facilities to the rear or non-street side of the building. Loading maneuvers should not take place on a public street.
- Integrate the placement and screening of mechanicals into the building architecture, so as to not give the appearance of being “tacked on” to exterior wall and roof surfaces.
- Screen rooftop mechanical equipment, if buildings will be visible from Highway 51 and adjacent subdistricts.

**Building Orientation**

- Orient building facades parallel to the primary abutting street, with entrances towards that street.
- Place a minimum of 50% of the front building wall to be at 20’ to 35’ from the street right-of-way.
- Group back-of-building areas on double-fronted lots.
- Make public building entrances clearly identifiable and accessible.
- Site buildings to allow for safe and connected pedestrian and vehicular circulation.

**Lighting**

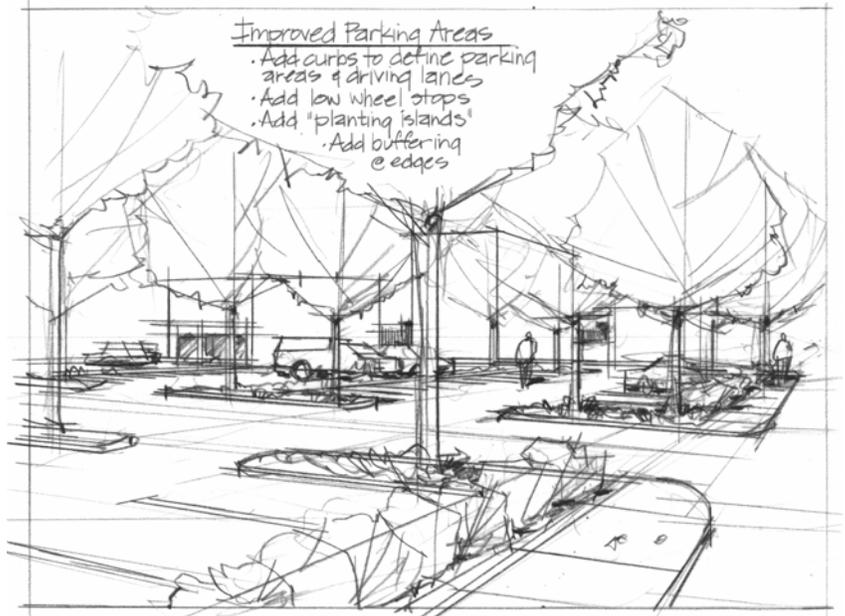
- Locate exterior light fixtures at least three feet from all lot lines and within landscaped islands or outside of parking lot edges wherever possible to minimize the need for tall concrete bases.
- Utilize incandescent or high-pressure sodium (HPS) light fixtures, except where “true-color” rendition is required, metal halide (MH) fixtures may be permitted.
- Use ninety-degree (90°) down-cast, cutoff fixtures (without drop lenses) for all lighting, including lighting under gas canopies and mounted to buildings.
- Install lights not greater than 25 feet in height, measured from grade to the fixture.
- Avoid lighting “hot-spots”. Average illumination levels in parking lots should not exceed 5 footcandles and lighting levels at lot lines should not exceed 0.5 footcandles.
- Building-mounted lighting may be used to highlight architectural features or main building entrances. Avoid general floodlighting or the neon outlining of building façades.



*Desired pole lighting height, orientation, and placement*

**Parking**

- Site employee parking to the rear or non-street side of the main building. This minimizes the visual impact of motor vehicles from public streets.
- Permit limited side and front yard parking. Front yard parking should be limited to visitor spaces in front of building. Side and front yard parking should be screened from the street.
- Locate parking lots to the inside of all required front, side, and rear building setbacks (to not encroach in setback areas), except for approved shared parking areas.
- Landscape parking lot edges and provide landscaped islands, each with a minimum size of 200 square feet, and at the minimum rate of one island for every 12 parking spaces.
- Pave all parking and loading areas with a dustless, all-weather, hard surface like asphalt or concrete.



*Example of Parking Lot Design Standards*

**Signage**

- Permit ground mounted and wall mounted signs per the Village’s Sign Ordinance. Do not allow pole or pylon style signs.
- For monument signs, use durable base materials that are similar to main building materials, and place landscaping near the base. Exposed supports or guy wires to stabilize signs are strongly discouraged.
- Encourage combining signage onto one ground mounted sign where there is more than one business on a lot, rather than having a separate ground mounted sign for each business.
- Architecturally integrate signs with their surroundings in terms of size, shape, color, texture, and lighting. Signs should be complementary to the overall design of the building and project, and not in visual competition with other signs in the area.
- Do not permit the following types of signs: off-site advertising and directional signs including billboards; roof signs; temporary signs displayed for more than ten consecutive days or 30 total days in a calendar year; inflatable signs or displays; portable signs such as mobile trailer signs; changeable



message or streaming message signs; flashing signs; exposed neon signs; LED signs; rippling or sparkling signs; spotlights; and a wide variety of strings of lights, “tinsel”, “pom poms”, “pinwheels”, pennants, banners, streamers, and related attention-getting devices.

- Encourage signs with individual letters or with contrasting colored backgrounds. Stark white or extremely bright background colors—such as red, orange or yellow—are discouraged.
- Frame wall mounted signs to create a clearly defined edge, provide shadow relief, and a substantial appearance.
- Screen external spot or flood lighting of signs from direct view from public streets, driveways, or adjacent properties, and to avoid light spill-over into the night sky.



## SECTION 7: MEINDERS/TRIANGLE SUBDISTRICT

### Overview

The Meinders/Triangle Subdistrict is located on the east side of Highway 51, with high visibility and good access from the highway. The area is developed with medium-quality gasoline distribution facilities and small lots used for a variety of industrial and commercial purposes. Development quality is fairly low, and small parcel sizes may be inhibiting redevelopment. Meinders Road itself is in poor shape. The City of Madison is planning for single family residential development immediately east of this district, and plans to connect to Meinders Road. This raises a number of potential issues related to future use compatibility.

The overall focus will be on manufacturing, distribution, offices, and support uses, with a greater emphasis on high-quality buildings and site design. Lands with visibility from Highway 51 may also be available for commercial uses that are compatible with an industrial location, such as building and home supply stores. Land assembly and consolidation of lands along and near Meinders Road should be encouraged to create market-viable redevelopment sites.

### Detailed Development Design Guidelines

The design guidelines presented in Section 6 above, along with those in the Summary of Site and Building Design Standards by Subdistrict table, should be followed for new development proposals and substantial expansions.

While many existing area businesses are characterized by outdoor storage, the desire is over time to encourage future uses and redevelopments that rely less heavily on outdoor uses or that adequately screen them from public view and adjoining properties.

Future development in this area needs to be especially considerate of storm water management because the stream in the area occasionally backs up. Also, sensitive transitions to the future residential development to the west will be important to achieve the redevelopment vision in this area. The Badger Business Park on the other side of Highway 51 could be used as a model for the redevelopment of this area.

### Transportation Recommendations

Meinders Road should be upgraded to meet Village street standards. This should be done in collaboration with development on adjacent lands in the City and ideally with redevelopment of lands to the north and south of Meinders Road. Triangle Street also warrants upgrades to match the current street design to the south in the corporate park. This project, also, may be linked to redevelopment proposals on adjacent lands. The Village is undertaking stormwater management improvements in this area.



## SECTION 8: IMPLEMENTATION

### Implementation Strategy Overview

In order to fully realize the vision expressed in this Plan, the Village and its newly-created Community Development Authority (CDA) must be proactive players and cultivate mutually beneficial relationships with developers, property owners, and neighboring jurisdictions. Implementation of this vision will require their significant commitment to provide ongoing support and participation, and dedication of time and resources.

The success of the vision put forth in this Plan is contingent on achieving a unique mix of uses that are purposefully knit together in a well designed and interconnected urban environment. The long-term vision could be easily upset by poor development choices and missed opportunities. In light of increasing development pressure, immediate action to direct the type, design, and location of future development is essential. As the Village and CDA move forward with this Plan, each individual development must be approached as a vital part of the vision as a whole.

In summary, the successful implementation of this Plan will require a comprehensive, coordinated, ongoing strategy that includes redevelopment facilitation, detailed planning and site investigation, financing, and development review.

### Implementation Roles

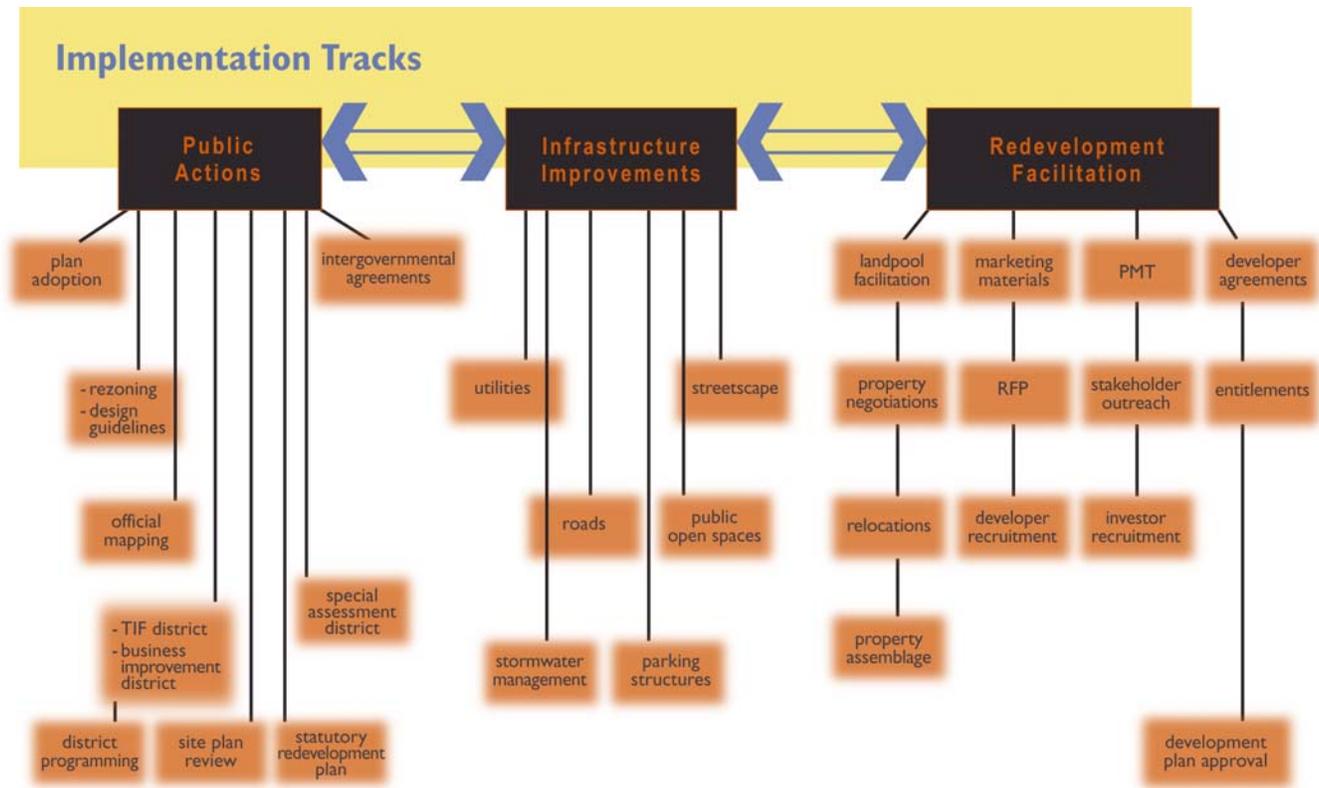
Successful implementation of this Plan will require coordinated action by a number of different players, each with complementary and not overlapping roles. Key players include the following:

- **Village Board.** The Village Board will ultimately determine the implementation direction this Plan will take, in some cases through direct action, and in other cases through delegating responsibilities to other agencies, such as the Community Development Authority, Plan Commission or Project Management Team.
- **Community Development Authority (CDA).** The Village Board has recently created a CDA, and was defining its role at the time of plan drafting. The primary mission of the CDA will be to spearhead redevelopment activities in the Terminal and Triangle District, helping to overcome factors that stand in the way of private-only redevelopment initiatives. Examples of CDA activities include leading marketing initiatives and advising on economic development assistance for development projects.
- **Plan Commission.** The Village Plan Commission will be responsible for recommending to the Village Board the design overlay zoning district and other detailed plans and ordinances that will facilitate the redevelopment of the Terminal and Triangle District. The Plan Commission will also review private development proposals, determining compatibility of proposed land uses and design standards with this Plan, the Comprehensive Plan, and Village zoning and land division ordinances.
- **Project Management Team.** District-wide redevelopment will take many years and a significant ongoing time commitment. To assist with implementation, the Village should create a Project Management Team (PMT). Under the CDA's direction, the PMT (or individual staff or consultants assigned to it) can:
  - ⇒ Advise on long-term debt financing and execute borrowings; evaluate the financial soundness, business plans and tax increment impacts or projects seeking economic development assistance or requiring public improvements; audit the TID #3 financial statements; and prepare the annual compliance report.

- ⇒ Guide day-to-day district redevelopment activities, including facilitating development, preparing intergovernmental agreements, initiating regulatory changes, and conducting technical reviews of development projects.
  - ⇒ Prepare and review construction and drainage plans for compliance with storm water management and erosion control ordinances.
  - ⇒ Manage the design, bidding, and construction of public improvements, including street, utility, and stormwater upgrades.
  - ⇒ Provide legal advice in negotiating development agreements, preparing documents for the acquisition or sale of property, participating in the process of negotiating intergovernmental agreements, and ensuring compliance with statutory and ordinance requirements.
  - ⇒ Direct developer recruitment, prepare requests for proposals, and develop marketing materials.
  - ⇒ Work closely with local real estate developers and brokers, and conduct regional searches as necessary for higher profile projects.
  - ⇒ Disseminate marketing information and field inquires from potential developers.
  - ⇒ Provide regular reports to the Village Board regarding meetings held with potential developers.
  - ⇒ Monitor the construction of private developments to ensure compliance with approved site plans, building plans, and development agreements.
  - ⇒ Continually evaluate the financial condition of TID #3 and satisfy all governmental reporting requirements for the district.
  - ⇒ Revise and update the Terminal and Triangle District Plan as needed.
  - ⇒ Prepare design and landscaping plan for the Highway 51 corridor that provides detailed recommendations for the Terminal and Triangle District.
- **Other Village Committees.** The Public Works Committee will coordinate planning and construction of street, storm water and streetscape public improvements, while the Public Utilities Committee will coordinate planning and construction of water and sanitary sewer public improvements. The Urban Forestry Committee will coordinate planning and implementation of landscaping public improvements. The Finance Committee will be involved in the structuring of new debt service to finance public improvements and economic development loans/grants for TIF funded projects.
  - **Other Agencies.** Other groups and agencies with a role in the successful redevelopment of the Terminal and Triangle District include WisDOT (for coordination regarding Highway 51), WisDNR (for issues related to the environment and gasoline distribution facilities), the City of Madison (for plan coordination and joint implementation of the Beltline-Oriented Commercial Subdistrict vision), and the local real estate and financing community.

### Implementation Tracks

The vision and recommendations in this Plan will require the Village and CDA to use a number of implementation tools in a coordinated manner. These tools fall within three interrelated implementation tracks: public actions, infrastructure improvements, and redevelopment facilitation. Successful redevelopment of the Terminal and Triangle District and its subdistricts will require use of tools in each of the three tracks.



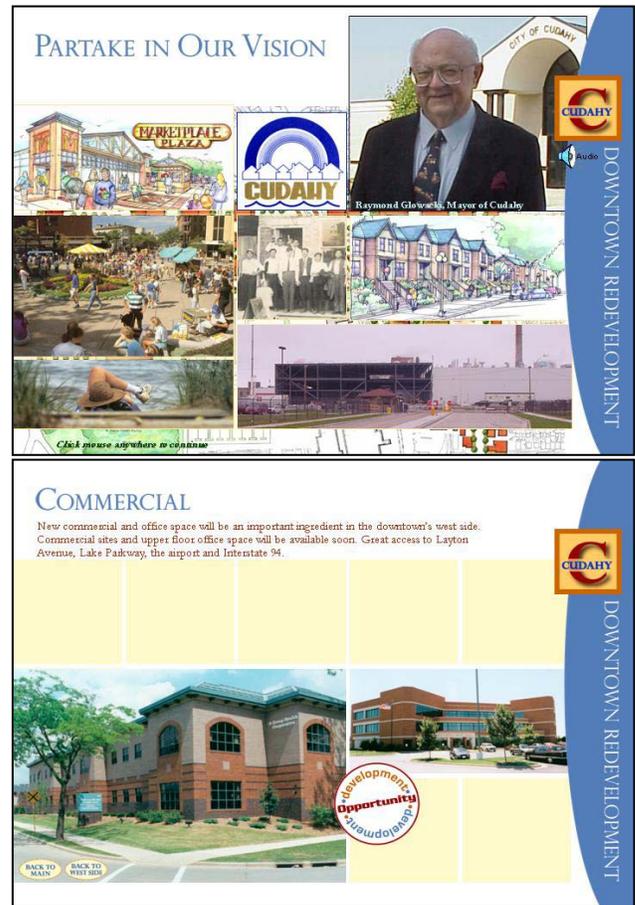
**District-wide and Highway 51 Design District Implementation**

The following are priority tools and steps for implementing the district-wide and Highway 51 Design District recommendations in this Plan:

- **Establish and empower the Community Development Authority and a Project Management Team.** Success in implementation of this Plan will require a proactive and ongoing commitment on behalf of the Village. The CDA and PMT are two groups that can ensure that ongoing commitment.
- **Create a design overlay district.** An overlay zoning district is a zoning district that sets uniform standards on all properties within a geographic area mapped under that overlay district. Those standards are in addition to the standards that are applicable under the base zoning district that is mapped over the same properties. Standards in a design overlay district typically relate to the design quality of development projects, as opposed to allowable land uses. The following issues should be addressed in the design overlay zoning district for the Terminal and Triangle District:
  - ⇒ The degree to which guidelines in this Plan document are mandatory or advisory.
  - ⇒ The extent to which the guidelines or district applies to remodeling and expansion projects.
  - ⇒ The process for review of development proposals within the overlay district, including the Village agency(ies) responsible for review.

In advance of adoption of the design overlay district, all projects requiring site plan approval shall be required to meet the design guidelines in this Plan, unless an exemption is granted by the appropriate body.

- Make zoning decisions that are consistent with the vision of this Plan.** Based on further evaluation of the PMT, rezoning of certain properties may be required to assure that only projects match the vision and recommendations in this Plan are possible. Also, the Village Board and Plan Commission will need to be vigilant in its review of rezoning requests, conditional use permits, and site plans to assure that incremental decisions all lead to the vision. The Checklist for Project Support included in Section 2 of this Plan should be utilized as a starting point for both development approvals and for potential redevelopment incentives.
- Prepare a Statutory Redevelopment Plan.** The Statutory Redevelopment Plan provides a legal vehicle for the Village and CDA to participate in redevelopment activities. The plan, which establishes the boundaries of the redevelopment district, is implemented by the CDA. The plan also identifies blighted properties for purposes of qualifying as a redevelopment district, implements the goals of the Terminal and Triangle District Plan in regards to redevelopment, identifies public and private redevelopment opportunities, determines new land use patterns and provides justification for a TIF district.
- Prepare a phasing plan and designs for the upgrade of Terminal Drive.** The upgrade of Terminal Drive to urban street standards is a critical public improvement to help achieve the vision of this plan, particularly with the Beltline-Oriented Commercial and Mixed-Use Lakeview Village subdistricts. The PMT should lead a process to determine the detailed engineering design, phasing, and financing of its upgrade.
- Undertake a district-wide marketing initiative.** Successful redevelopment of the Terminal and Triangle District depends, in part, on an upgrade from its tank farms image. The CDA is encouraged to undertake an initiative to change market perceptions and establish a “brand” for the District and McFarland as a whole. Electronic communications are an increasingly effective way to market communities. As part of a branding initiative, the communities may upgrade the Village’s Web page and create a CD mailer linking the Village’s web page to statewide resources may also help. These tools will provide a highly visual, interactive portal to the district’s opportunities.
- Seek grants for various aspects of implementation.** To help maintain a flow of funds for redevelopment and avoid over reliance on tax increment for project funding, the CDA and PMT should seek grants from county, regional, state, and federal agencies. For example, the district-wide marketing initiative described above is eligible for grant support under the Dane County BUILD program. Recommended road improvements may also be eligible for state and federal funding, if listed on the Madison Area MPO’s Transportation Improvements Program.



*Example of electronic community marketing content.*

- **Implement district-wide stormwater and landscaping improvements.** The PMT—in collaboration with the Urban Forestry Sub-committee, WisDOT, and WisDNR—should undertake a district-wide stormwater management and landscape planting program. This program would help manage stormwater quality and quantity, particularly important given the district’s proximity to the lakes, the potential hazards created by the gasoline distribution operations, and additional impervious surfaces that would result from redevelopment activities. District landscaping would have the added benefit of implementing the recommendations described under the Highway 51 Overlay District section. In addition to TIF funding and possible grants, this program could be partially funded through contributions or a special assessment over existing developed properties in the district, including the gasoline distribution facilities.

### **Beltline-Oriented Commercial Subdistrict Implementation**

Redevelopment of this subdistrict is a high priority. This subdistrict has the greatest potential for short-term redevelopment (within next five years), given its superior location, relatively few and large parcels, and developer and property owner interest. The vision also appears to be market and developer supported. Challenges to overcome include intergovernmental coordination (part of the district is in the City), property owner coordination, and inadequate infrastructure (including Terminal Drive and stormwater management). The recommended strategy includes the following steps:

- **City of Madison Coordination.** The Village intends to encourage City of Madison adoption of the vision for this area as a component of the City’s comprehensive/master plan. The City may also extend its TIF district to this subdistrict from across Highway 51. The Village and City should discuss collaboration on the redevelopment of this City parcel, perhaps including an intergovernmental agreement and revenue sharing to reflect the Village’s efforts to facilitate redevelopment.
- **Property Owner Communication.** The Village must clearly communicate to all area property owners and potential developers the Village’s vision for this area, and its commitment to achieving this vision. This communication should focus on how this vision will also benefit property owners. This will help assure that future development proposals advance the vision.
- **Zoning Implementation.** Village staff intends to quickly evaluate existing zoning of the properties in this district to assure that land uses that would conflict with the vision are not allowed by right. Rezoning may be necessary if development proposals may otherwise compromise the vision.
- **Developer Recruitment and Coordination.** There are two general options for the Village to use in recruiting appropriate developers to achieve the redevelopment objectives for this subdistrict. The first option is to solicit developer interest through a Request for Proposals. This option is most appropriate where there are not developers with a particular interest or capability to redevelop according to this Plan. Before issuing any such Request, the CDA and PMT should secure cooperation agreements from affected property owners and collaborate with the City and WisDOT. The second option is to collaborate with developers with an existing interest in land in this subdistrict. This collaborative approach may be launched through a cooperation agreement with the developer(s) specifying responsibilities. It is possible that the CDA or Village may need to assist with land assembly, regardless of the option selected.
- **Public Incentive Negotiation.** Once developers are identified and properties are secured, negotiations over the appropriate range of public improvements or incentives may begin. These may include assistance with business relocation, road improvements, stormwater and utility improvements, building demolition, site assessment, or other assistance based on the particular project and needs. A formal redevelopment agreement specifying responsibilities for improvements and adherence to this Plan will then be required before development approvals are offered.

### Mixed-Use Lakeview Village Center Subdistrict Implementation

Full implementation of the vision for this subdistrict may require 10 to 15 years to fully implement. This is because it depends, in part, on at least the partial relocation of the Exxon-Mobil facility. There is no immediate interest to discontinue operations at this site. Furthermore, it is unlikely that commuter rail service would be extended to this area within the next 10 years. However, it is critical that the Village and CDA keep their “eyes on the prize” for this district, as there will likely be proposals to develop and redevelop some of the land within this subdistrict in the near future.

The recommended preliminary strategy for implementation of the vision for this subdistrict includes the following:

- **Property Owner Communication.** The Village must clearly communicate to all area property owners and potential developers the Village’s vision for this area, and its commitment to achieving this vision. This communication should focus on how this vision will ultimately benefit property owners. This will help assure that future development proposals advance the vision.
- **Zoning Implementation.** Village staff intends to quickly evaluate existing zoning of the properties in this district to assure that land uses that would conflict with the vision are not allowed by right. Rezoning may be necessary if development proposals may otherwise compromise the vision.
- **Plan Refinement.** The CDA and PMT intend to work with area property owners and potential developers to refine the concept plan map included in this Plan document. This refinement should reflect more detailed site investigations, appropriate phasing, evolving market conditions, and other factors. The key will be to position multiple potential developers to implement a plan with a unified vision, and to do so over a period of several years.
- **Project Positioning.** This exciting project will likely generate regional interest. The Village and CDA should position the project to capture that interest and secure public improvements that will benefit full redevelopment of the area. This includes educating the Transport 2020 sponsors on the benefits of extending commuter rail service to this area.
- **Public Improvements.** Diagonal parking and appropriate cross sections should be added to Siggelkow Road west of the current end of diagonal parking. Similarly, Terminal Drive should be upgraded in accordance with the cross section depicted in Section 2. An approach for achieving a parking structure in collaboration with developers, extension of Madison Metro bus service, and construction of a bicycle path along the railroad tracks should also be considered.
- **Development Approvals and Incentives.** Over time, the Village and CDA should advance development approvals and consider incentives to encourage redevelopment in accordance with this Plan and its refinements. Incentives should be linked with development agreements specifying respective project responsibilities.

### Industrial Center Subdistrict Implementation

Public improvements within the Industrial Center Subdistrict should be coordinated by the PMT. These will include the upgrading of Terminal Drive to meet urban standards, as depicted in Section 2. Also, as advised above, district-wide stormwater management and landscaping improvements (particularly along Highway 51) will take place in the Industrial Center Subdistrict. The cost of stormwater and related landscaping improvements may be covered through an area-wide special assessment or prorated TIF funds if increment allows, so that all benefiting property owners share in the costs.

The Project Management Team (PMT) should meet again with the viable gasoline distribution operators to prepare a master plan for mutually acceptable expansion areas for future tanks, if desired. These should be

in areas that do not conflict with the vision of this plan, and should be accompanied by detailed site and landscape plans, including upgrades to existing tank areas where appropriate. The PMT or CDA should also specifically work with Exxon-Mobil on a potential reorganization of its access from Siggelkow Road to Terminal Drive.

Development recommendations for the Industrial Center will take place on a project-by-project basis, such as what occurred with the High-Track development in 2004-05. Development approvals should be provided for projects that are consistent with this Plan, and development incentives should be considered for projects that meet the objectives included in the Checklist for Project Support in Section 2. The CDA, PMT, and Plan Commission will collaborate with property owners and developers on this effort.

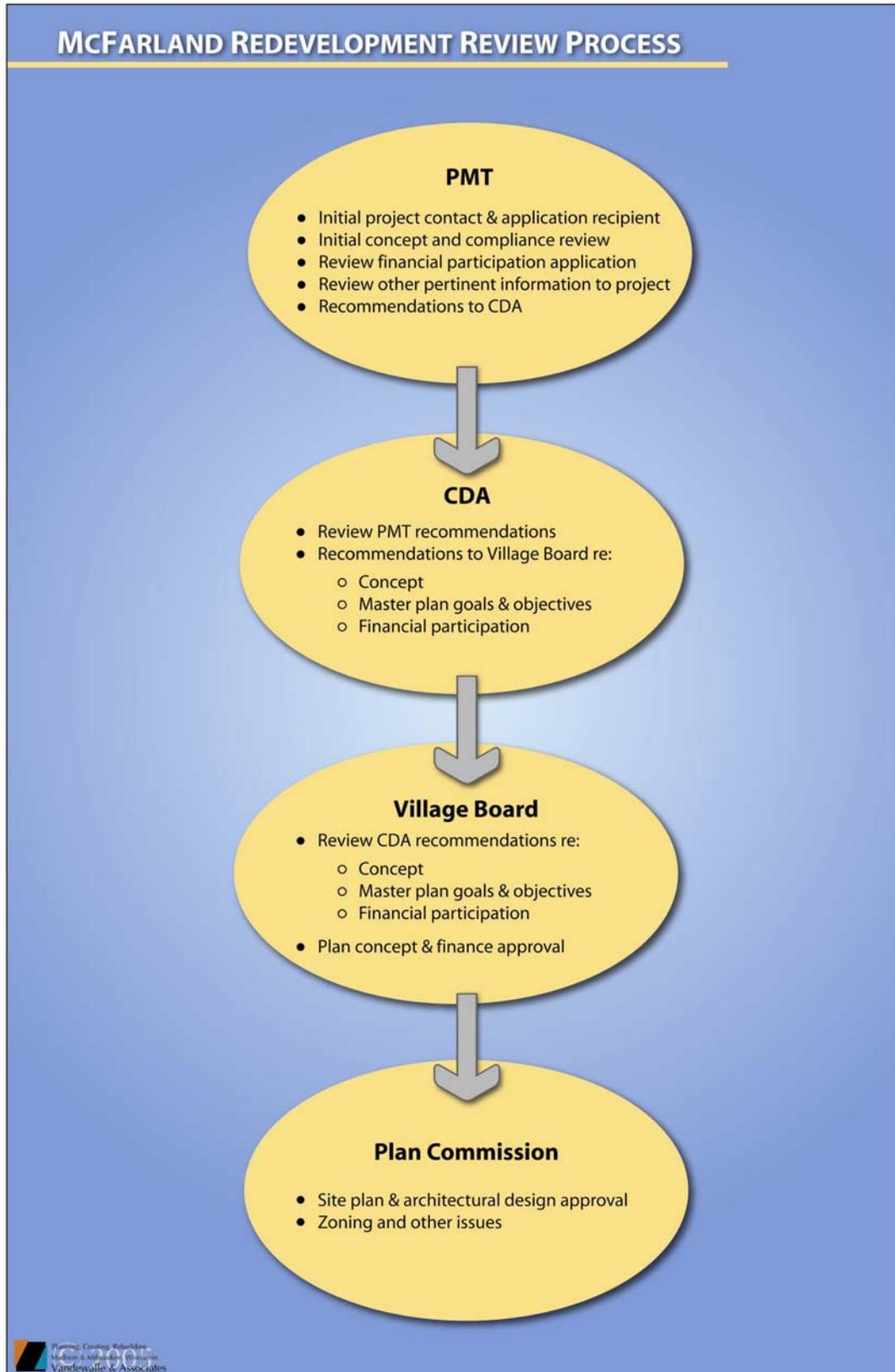
### **Meinders/Triangle Subdistrict Implementation**

Public improvements within the Meinders/Triangle Subdistrict should be coordinated by the PMT. These will include the upgrading of Triangle Street and Meinders Road to meet urban standards. These upgrades should be completed in conjunction with increment increases on adjoining land and, in the case of Meinders Road, in collaboration with the City. Also, stormwater management and landscaping improvements (particularly along Highway 51) will take place in the Triangle Subdistrict. The cost of stormwater and related landscaping improvements may be covered through an area-wide special assessment or prorated TIF funds if increment allows, so that all benefiting property owners share in the costs.

Coordinated redevelopment of this subdistrict is challenged by the many small properties in different ownerships, particularly along Meinders Road. This planning process allowed discussions with some but not all of the property and business owners in this Subdistrict. Under the direction of the CDA, the PMT should undertake a more intensive interview process with property and business owners to understand needs and interests for property upgrades. It is possible that business loans and façade improvement grants through an economic development fund may provide for desired upgrades. It is also possible that a private developer, CDA, or Village may begin to assemble properties in this district to create larger redevelopment parcels that will be more viable in today's market.

### **Redevelopment Review Process**

The flowchart below illustrates the redevelopment review process a potential developer would follow in the Terminal and Triangle District planning area. The review process begins with the PMT. This group has initial contact with the project applicant and accepts a formal application. The application could include items such as a business plan, financial statements, conceptual site plans, and a potential request for Village financial participation. After reviewing the concept, checking for compliance to the vision of this plan, and reviewing the financial participation application, the PMT creates a report summarizing the application. This report is given to the CDA. Upon reviewing the PMT's report, the CDA makes an approval recommendation to the Village Board. The Village Board reviews the CDA's recommendation and votes on the approval of the project concept plan and potential financial participation. Finally, the Plan Commission reviews and votes on the approval of the site & architectural plans, as well as, potential zoning issues.



**Appendix A: Summary of Site and Building Design Standards by Subdistrict (see district locations on Map 2)**

Subdistrict	Beltline Oriented Commercial	Industrial Center	Meinders/Triangle	Mixed Use Lakeview Village
<b>Preferred Land Uses</b>	<ul style="list-style-type: none"> <li>Highway and job oriented retail</li> <li>Hotel</li> <li>Retreat/conference center</li> <li>Sit-down restaurants</li> <li>Offices</li> <li>Medical clinic</li> <li>Financial institution</li> <li>Daycare and other job center services</li> <li>One or two fuel/convenience stores</li> <li>Contractor shops/services (especially next to U.S. Oil)</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing</li> <li>Office</li> <li>Distribution</li> <li>Contractor shops/services</li> <li>Compatible commercial (especially sites with Highway 51 visibility)</li> </ul>	<ul style="list-style-type: none"> <li>Light industrial (limited trucking and manufacturing)</li> <li>Office</li> <li>Contractor shops/services</li> <li>Uses transition to residential neighborhood to east</li> </ul>	<ul style="list-style-type: none"> <li>Multi-story, mixed-use buildings. Ground floors: neighborhood retail, offices, and services—create flexible spaces; Upper floors: housing and offices</li> <li>Offices and attached residential with lake views</li> <li>Local retail and commercial services</li> <li>Live-work unit potential</li> <li>No auto-oriented commercial uses</li> </ul>
<b>Suggested Development Intensity (FAR = Floor Area Ratio)</b>	<ul style="list-style-type: none"> <li>FAR target between 0.35 and 1.5</li> </ul>	<ul style="list-style-type: none"> <li>FAR target between 0.15 and 1.0 for Industrial uses</li> <li>FAR target between 0.35 and 1.5 for Commercial uses</li> </ul>	<ul style="list-style-type: none"> <li>FAR target between 0.15 and 1.0 for Industrial uses</li> <li>FAR target between 0.35 and 1.5 for Commercial uses</li> </ul>	<ul style="list-style-type: none"> <li>FAR target between 0.35 and 3.0</li> <li>Maximum housing density of 40 units per acre</li> <li>Maximize density/FAR near transit station</li> </ul>
<b>Urban Design Features</b>	<ul style="list-style-type: none"> <li>High-quality highway oriented commercial center; minimize standard corporate franchise design</li> <li>Building and landscape design to reflect nature-based recreation theme</li> <li>Buildings oriented toward Terminal Drive or Highway 51</li> <li>Natural building materials; generally avoid metal and vinyl siding</li> <li>Grouped back-of-building areas on double-fronted lots</li> <li>Connections between buildings</li> <li>Sidewalks on all streets</li> <li>Preserved woods and wetlands when sites develop</li> <li>Preserved lake views</li> <li>Nature trails, and bicycle lanes on Terminal Drive</li> </ul>	<ul style="list-style-type: none"> <li>Buildings &amp; entries oriented to street</li> <li>Sidewalk and bike lane on east side of Terminal Drive</li> <li>Screened outdoor storage to rear of building</li> <li>Screened roof, wall, and ground mechanicals</li> <li>Quality façade materials, emphasizing non-metal surfaces on street-parking facades</li> </ul>	<ul style="list-style-type: none"> <li>Buildings &amp; entries oriented to street</li> <li>Sidewalks on both sides of all streets</li> <li>Screened outdoor storage to rear of building</li> <li>No outdoor operations adjacent to residential neighborhood</li> <li>Screened roof, wall, and ground mechanicals</li> <li>Quality façade materials, emphasizing non-metal surfaces on street-parking facades</li> <li>Smooth transitions to residential to east: building quality, landscaping</li> </ul>	<ul style="list-style-type: none"> <li>Continue existing lakeview character</li> <li>“Transit Oriented Development” form—focus on design, density, &amp; access</li> <li>Set back building facades above the 3<sup>rd</sup> story</li> <li>Concentrate retail activity near transit stop</li> <li>Mixed-use buildings along streets &amp; open spaces</li> <li>Urban open spaces and street furniture</li> <li>On-street parking and sidewalks on both sides of streets</li> <li>Maximize lake and possible capitol views</li> <li>Preserve woods when sites develop; Build into grades</li> </ul>
<b>Principal Building Setbacks</b>	<ul style="list-style-type: none"> <li>Minimum of 50% of front building wall 10’ to 30’ from Terminal Drive right-of-way <b>-OR-</b></li> <li>Minimum of 50% of front building wall at 30’ to 80’ from Highway 51 right-of-way</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of 50% of front building wall 20’ to 35’ from Terminal Drive or McFarland Street right-of-way</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of 50% of front building wall 20’ to 35’ from street right-of-way</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of 75% of front building wall 5’ to 20’ from Siggelkow right-of-way</li> <li>Site other buildings to take advantage of views and topography</li> </ul>
<b>Recommended Building Height</b>	<ul style="list-style-type: none"> <li>Generally 1 to 4 stories</li> <li>Hotel maximum height of 6 stories</li> </ul>	<ul style="list-style-type: none"> <li>Generally 1 to 3 stories</li> </ul>	<ul style="list-style-type: none"> <li>Generally 1 to 3 stories</li> </ul>	<ul style="list-style-type: none"> <li>Generally 2 to 5 stories</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>Parking on all streets, except Terminal Drive</li> <li>Surface parking to rear of buildings with limited, screened side yard and Highway 51 frontage parking</li> <li>Parking to inside of minimum building setbacks</li> <li>Encourage shared parking</li> <li>Landscaped parking lots; divide large lots into pods</li> <li>Bike parking facilities</li> </ul>	<ul style="list-style-type: none"> <li>Parking on all streets, except Terminal Drive</li> <li>Employee parking/loading to side or rear</li> <li>Visitor parking spaces permitted in front</li> <li>Parking to inside of minimum building setbacks</li> <li>Landscaped parking lots</li> <li>Bike parking facilities</li> </ul>	<ul style="list-style-type: none"> <li>Parking on all streets, except Triangle Street before upgrade</li> <li>Employee parking/loading to side or rear</li> <li>Screen parking and loading from residential neighborhood</li> <li>Visitor parking spaces permitted in front</li> <li>Parking to inside of minimum building setbacks</li> <li>Landscaped parking lots</li> <li>Bike parking facilities</li> </ul>	<ul style="list-style-type: none"> <li>Parking on all streets except Terminal Drive</li> <li>Surface parking to rear of buildings with limited side yard parking</li> <li>Encourage underground, structured, and shared parking; bike parking facilities near transit stop</li> <li>No greater than 40’ of parking lot frontage on street (except where building is set back to protect trees, maximize lake views, or along Highway 51)</li> </ul>
<b>Stormwater Principles</b>	<ul style="list-style-type: none"> <li>Maximize on-site water quality &amp; infiltration, including from parking lots and rooftops</li> <li>On-site water quality features</li> </ul>	<ul style="list-style-type: none"> <li>Maximize on-site water quality and infiltration, including from parking and roof</li> <li>On-site and regional management approaches</li> </ul>	<ul style="list-style-type: none"> <li>Maximize on-site water quality and infiltration, including from parking lots and rooftops</li> <li>On-site and regional management approaches</li> </ul>	<ul style="list-style-type: none"> <li>Urban stormwater management approaches</li> <li>On-site water quality features</li> </ul>
<b>Signs</b>	<ul style="list-style-type: none"> <li>Ground and first floor signs</li> <li>Building (not sign) visibility emphasized</li> <li>Remove and do not allow billboards</li> </ul>	<ul style="list-style-type: none"> <li>Monument and first floor signs</li> </ul>	<ul style="list-style-type: none"> <li>Monument and first floor signs</li> </ul>	<ul style="list-style-type: none"> <li>On-building, first floor signs</li> <li>Themed, small-scale projecting signs encouraged</li> <li>Monument signs allowed at sites away from Siggelkow</li> </ul>

Note: See plan text for further explanation of standards in above described districts



**APPENDIX B: BUILDING AND SITE DESIGN CHECKLIST**

<b>Highway 51 Design Subdistrict</b>
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<b>Guidelines</b>	<b>Yes</b>	<b>No</b>
<b>Landscape Design Guidelines</b>		
1. For projects in the Beltline Oriented Commercial Subdistrict, does the project include plantings that are typically located near a wetland (swamp white oak, linden, river birch, honeylocust)?		
2. For projects in all other subdistricts, does the project include plantings that reflect pre-settlement, oak savanna vegetation (prairie grasses, aster, black-eyed susan, oak, hickory, red cedar)?		
3. For industrial and storage uses does the project include screening from Highway 51?		
4. Does the project include gateways?		
<b>Building &amp; Site Design Guidelines</b>		
1. Does the project preserve existing on-site vegetation, especially large trees, wood lots, and remnant wetlands and prairies?		
2. Does the project orient and locate service and storage areas to minimize visibility from Highway 51?		
3. Does the project heavily screen parking areas adjacent to the highway?		
4. Does the project screen rooftop mechanicals and utilities through roof parapets and other treatments?		
5. Are mechanicals and utilities shown on the project's site plan?		
6. Does the project use wall-mounted signs?		
7. Does the project include buildings which are at least two-stories in height?		
8. Does the project include buildings which are compatible with the desired gateway character of the Village?		
9. Does the project include buildings which continue the architectural theme, design elements, and detailing on all sides (particularly on all facades adjoining public streets)?		
10. Does the project include loading docks or overhead doors on street-facing facades?		
11. Does the project screen loading docks or overhead doors on other facades?		
12. Does the project provide overhangs for pedestrian shelter?		



<b>Beltline Oriented Commercial Subdistrict</b>
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Guidelines	Yes	No
<b>Site Design</b>		
1. Does the project coordinate vehicular and pedestrian circulation with development on adjacent lots?		
2. Does the project include sidewalks?		
3. Does the project connect building entries to sidewalks and crosswalks?		
4. Does the project provide bicycle parking?		
5. Does the project locate service areas, mechanical equipment, and refuse containers to the rear of buildings and screen them?		
6. Does the project minimize curb cuts and access points to public streets and coordinate with the recommended street pattern?		
7. Does the project construct parking areas and landscaped islands with curbs and gutters at edges?		
8. Does the project include landscaped front yards and parking areas with plantings that reflect the location of this area near wetlands and the lake edge, reflecting the desired nature-based recreation design theme?		
9. Does the project convey storm water to on-site or in district infiltration areas?		
10. Does the project preserve woods and lake views?		
11. Does the project have a FAR between 0.35 and 1.5?		
12. Is a minimum of 50% of the front building wall at 10' to 30' from Terminal Drive or a minimum of 50% of the front building wall at 30' to 80' from Highway 51 right-of-way?		
<b>Building Design &amp; Materials</b>		
1. Does the project include buildings which are between one and four stories in height?		
2. Does the project create prominent building profiles?		
3. Does the project include buildings which are compatible with the desired gateway character of the Village?		
4. Does the project include buildings which continue the architectural theme, design elements, and detailing on all sides (particularly on all facades adjoining public streets)?		
5. Does the project include loading docks or overhead doors on street-facing facades?		
6. Does the project screen loading docks or overhead doors on other facades?		
7. Does the project provide overhangs for pedestrian shelter?		
8. Does the project include buildings which are compatible in height and scale to surrounding buildings, or provide appropriate transitions?		
9. Does the project screen rooftop mechanical equipment?		
10. Does the project vary building facades by using different but complementary colors, material arrangements, wall setbacks, roof lines, and/or windows?		
11. Does the project include large buildings? If so, are techniques used to reduce apparent scale and monotony?		
12. Does the project include multiple buildings? If so, is each building designed to create a visual relationship among all buildings?		
13. Does the project use high-quality natural building wall materials, such as stone, brick and glass?		

<b>Guidelines</b>	<b>Yes</b>	<b>No</b>
<b>Building Orientation</b>		
1. Does the project consider and placement and orientation of surrounding buildings and streets for cohesion between sites and an attractive street scene?		
2. Does the project orient building facades parallel to the primary abutting street, with entrances and storefronts oriented toward that street?		
3. Does the project make public entrances clearly identifiable and accessible?		
4. Does the project site buildings to allow for safe and connected pedestrian and vehicular circulation?		
5. Does the project avoid deep setbacks behind large parking lots or vacant land?		
6. Does the project avoid linear, “strip commercial” development patterns?		
<b>Lighting</b>		
1. Does the project include pedestrian scale lighting in front of buildings to not exceed 15 feet in height?		
2. Does the project include parking lot lighting to not exceed 25 feet in height?		
3. Are all exterior light fixtures at least three feet from all lot lines and within landscaped islands or outside parking lot edges?		
4. Does the project utilize incandescent or high-pressure sodium (HPS) light fixtures?		
5. Does the project use ninety-degree down-cast, cutoff fixtures for all lighting?		
6. Do average illumination levels in parking lots exceed 5 footcandles?		
7. Do average illumination levels under gas canopies and mounted to buildings exceed 30 footcandles?		
8. Do illumination levels at lot lines exceed 0.5 footcandles?		
<b>Parking</b>		
1. Does the project rely on on-street parking?		
2. Does the project site parking to the rear or non-street side of the main building?		
3. Does the project share parking between adjacent buildings?		
4. Does the project divide larger parking lots into pods, each not containing more than 100 spaces?		
5. Does the project provide landscaped islands, each a minimum of 200 square feet, and at a minimum rate of one island for every 12 parking spaces (24 for double rows)?		
6. Does the project encourage safe pedestrian walkways through the parking lot to the building?		
7. Does the project include paved parking areas?		
<b>Signage</b>		
1. Does the project locate signage on-building or on-site per the Village’s Sign Ordinance?		
2. Does the project emphasize building visibility from the Beltline rather than sign visibility?		
3. Does the project integrate signage location, shape, and size with building design?		
4. Does the project use durable base materials for monument signs that are similar to main building materials, and place landscaping near the base?		
5. Does the project encourage combining signage onto one ground mounted sign where there is more than one business on a lot, rather than having a separate ground mounted sign for each business?		
6. Does the project screen external spot or flood lighting of signs from direct view from public streets, driveways, or adjacent properties, and to avoid light spill-over into the night sky?		

**Mixed-Use Lakeview Village Subdistrict**

Guidelines	Yes	No
<b>Site Design</b>		
1. Does the project coordinate vehicular and pedestrian circulation with development on adjacent lots?		
2. Does the project include sidewalks?		
3. Does the project connect building entries to sidewalks and crosswalks?		
4. Does the project provide bicycle parking?		
5. Does the project locate service areas, mechanical equipment, and refuse containers to the rear of buildings and screen them?		
6. Does the project screen ground-, roof-, and wall-mounted mechanicals?		
7. Does the project minimize curb cuts and access points to public streets and coordinate with the recommended street pattern?		
8. Does the project construct parking areas and landscaped islands with curbs and gutters at edges?		
9. If near the transit oriented” sites close to the future transit stop and Sigglelkow Road, does the project include urban, landscaped plazas in lieu of front lawns for?		
10. Does the project include front yards, plazas and parking areas with plantings and sculpture that reflect the “lakeview village” orientation and character of this district?		
11. Does the project preserve woods, lake views, and topography when sites develop?		
12. Does the project seek out and protect Capitol views?		
13. Does the project have a FAR between 0.35 and 3.0?		
14. Is a minimum of 50% of the front building wall 5’ to 20’ from Sigglelkow Road right-of-way?		
<b>Building Design &amp; Materials</b>		
1. Does the project include buildings which are between two and five stories in height?		
2. Does the project incorporate architectural styles that are compatible with the surrounding lakefront community?		
3. Do the lower levels of commercial and office buildings have at least 50% transparent surfaces?		
4. Does the project create a design character easily utilized for a wide variety of business identities?		
5. Does the project include buildings which continue the architectural theme, design elements, and detailing on all sides (particularly on all facades adjoining public streets)?		
6. Does the project include buildings which are compatible in height and scale to surrounding buildings, or provide appropriate transitions?		
7. Does the project vary building facades by using different but complementary colors, material arrangements, wall setbacks, roof lines, and/or windows?		
8. Does the project provide overhangs for pedestrian shelter?		
9. Does the project use high-quality natural building wall materials, such as stone, brick and glass?		

Guidelines	Yes	No
<b>Building Orientation</b>		
1. Does the project consider the placement and orientation of surrounding buildings and streets for cohesion between sites and an attractive street scene?		
2. Does the project orient building facades parallel to the primary abutting street, with entrances and storefronts oriented toward that street?		
3. If the proposed building is oriented toward Siggelkow Road, is a minimum of 75% of the front building wall 5' to 20' from the street's right-of-way?		
4. If the proposed building is not on Siggelkow Road, it is set back from the street to maximize lake and possible Capitol views and to minimize tree disturbance?		
5. Does the project make public entrances clearly identifiable and accessible?		
6. Does the project site buildings to allow for safe pedestrian and vehicular circulation?		
<b>Lighting</b>		
1. Does the project include pedestrian scale lighting in front of buildings?		
2. Does the project include parking lot lighting to not exceed 25 feet in height?		
3. Are all exterior light fixtures at least three feet from all lot lines?		
4. Does the project utilize incandescent or high-pressure sodium (HPS) light fixtures?		
5. Do average illumination levels in parking lots exceed 5 footcandles?		
6. Do illumination levels at lot lines exceed 0.5 footcandles?		
<b>Parking</b>		
1. Does the project rely on-street parking (except on Terminal Drive, Highway 51, and Triangle Street before reconstruction)?		
2. Does the project site parking to the rear or non-street side of the main building?		
3. Does the project buffer front and side parking from the public street?		
4. Does the project share parking lots among uses with demands at different times?		
4. Does the project divide larger parking lots into pods, each less than 100 spaces?		
5. Does the project provide landscaped islands, each a minimum or 200 square feet, and at a minimum rate of one island for every 20 parking spaces?		
6. Does the project encourage safe pedestrian walkways to the building?		
7. Does the project include paved parking areas?		
<b>Signage</b>		
1. Does the project locate new signs along Siggelkow Road on the first floor areas only?		
2. Does the project include signs which are shaped to reflect the use of the building, scaled with relation to the size or the building and the pedestrian orientation of the district, and designed to reflect the desired "lakeview village" theme of the area?		
3. Does the project integrate signage location and shape with building design?		
4. For sites not along Siggelkow Road, does the project include either wall-mounted or monument-style ground mounted signs only?		
5. Are monument signs constructed of durable base materials that are similar to main building materials?		
6. Do monument signs include landscaping near the base?		
7. Does the project screen external spot or flood lighting of signs?		

**Industrial Center Subdistrict**

Guidelines	Yes	No
<b>Site Design</b>		
1. Does the project connect building entries with walkways to planned sidewalks in Terminal Drive, distinguishing them from driving surfaces?		
2. Does the project locate service areas, loading docks, mechanical equipment, and refuse containers to non-street sides of buildings and screen them?		
3. Does the project include adequate, accessible, and convenient areas for collecting and loading trash and recyclables?		
4. Does the project screen ground-, roof-, and wall-mounted mechanical equipment from public rights-of-way and adjacent properties?		
5. Does the project include landscaped front yards, parking areas, and foundations?		
6. Does the project convey stormwater to on-site or in-district infiltration areas?		
7. Does the project provide bicycle parking?		
8. Are all fully screened outdoor storage or display areas inside of all required side and rear building setbacks, with dense landscaping on the outside of these areas?		
9. Does the project permanently define and screen all outdoor storage areas with dense landscaping, opaque walls and/or opaque fences?		
10. Does the project limit outdoor operations and store equipment and raw materials inside buildings to ensure minimal visual impact on neighboring uses and the public?		
11. Does the project locate limited outdoor merchandise display areas near building entrances, without affecting traffic flow?		
12. Does the project preserve existing on-site vegetation, especially large trees, wood lots, and remnant wetlands and prairies?		
13. Does the project locate service and storage areas to minimize Highway 51 visibility?		
14. Does the project heavily screen parking areas adjacent to highway 51?		
15. Does the project screen rooftop mechanicals and utilities?		
16. Are mechanicals and utilities shown on the project's site plan?		
17. Does the project use wall-mounted signs?		
18. Does the project include buildings which are at least two-stories in height?		
19. Does the project include buildings which are compatible with the desired gateway character of the Village?		
20. Does the project include buildings which continue the architectural theme, design elements, and detailing on all sides?		
21. Does the project include loading docks or overhead doors on street-facing facades?		
22. Does the project screen loading docks or overhead doors on other facades?		
23. Does the project provide overhangs for pedestrian shelter?		
24. Does the project have a FAR between 0.15 and 1.0 if it is an Industrial use or 0.35 and 1.5 if it is a Commercial use?		
25. Is a minimum of 50% of the front building wall 20' to 35' from Terminal Drive or McFarland Street right-of-way?		
<b>Building Design &amp; Materials</b>		
1. Does the project use building materials with lasting architectural character (strength, durability and quality)?		
2. Does the project encourage use of the following exterior wall materials: brick, decorative masonry block, architectural grade metal panels, cedar siding, stone, architectural pre-cast concrete panels, Exterior Insulation and Finish System (EIFS),		

Dry-vit, and glass?		
3. Does the project use corrugated-type metal or steel external siding on more than 25% of all street visible facades?		
4. Does the project incorporate similar or architecturally harmonious materials for all exterior building walls and other building components visible from public streets?		
5. For industrial buildings, does the project portray a quality office appearance at entries and around public/office spaces?		
6. Does the project encourage use of earth tone colors, such as gray, green, brown, burgundy, and tan?		
7. Does the project incorporate loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions into overall building design?		
8. Does the project locate loading facilities to the rear or non-street side of the building?		
9. Does the project integrate the placement and screening of mechanicals into the building architecture?		
<b>Building Orientation</b>		
1. Are building facades oriented parallel to the primary abutting street, with entrances?		
2. Does the project have a minimum of 50% of the front building wall to be at 20' to 35' from the street right-of-way?		
3. Does the project group back-of-building areas on double-fronted lots?		
4. Does the project make public building entrances clearly identifiable and accessible?		
5. Does the project site buildings for safe pedestrian and vehicular circulation?		
<b>Lighting</b>		
1. Are all exterior light fixtures at least three feet from all lot lines and within landscaped islands or outside parking lot edges?		
2. Does the project utilize incandescent or high-pressure sodium (HPS) light fixtures?		
3. Does the project use ninety-degree down-cast, cutoff fixtures (without drop lenses) for all lighting?		
4. Does the project include lights greater than 25 feet in height?		
5. Do average illumination levels in parking lots exceed 5 footcandles?		
6. Do illumination levels at lot lines exceed 0.5 footcandles?		
<b>Parking</b>		
1. Does the project site employee parking to the rear or non-street side of the building?		
2. Does the project limit front yard parking to visitor spaces?		
3. Does the project provide landscaped islands, each a minimum of 200 square feet, and at a minimum rate of one island for every 12 parking spaces?		
<b>Signage</b>		
1. Does the project include pole or pylon style signs?		
2. If there is more than one business on a lot, is ground signage combined?		
3. Does the project architecturally integrate signs with its building?		
4. Does the project frame wall mounted signs to create a clearly defined edge, provide shadow relief, and a substantial appearance?		
5. Does the project screen external spot or flood lighting of signs?		

**Meinders/Triangle Subdistrict**

<b>Guidelines</b>	<b>Yes</b>	<b>No</b>
<b>Site Design</b>		
1. Does the project connect building entries with walkways to planned sidewalks in Terminal Drive, distinguishing them from driving surfaces?		
2. Does the project locate service areas, loading docks, mechanical equipment, and refuse containers to non-street sides of buildings and screen them?		
3. Does the project include adequate, accessible, and convenient areas for collecting and loading trash and recyclables?		
4. Does the project screen ground-, roof-, and wall-mounted mechanical equipment from public rights-of-way and adjacent properties?		
5. Does the project include landscaped front yards, parking areas, and foundations?		
6. Does the project convey stormwater to on-site or in-district infiltration areas?		
7. Does the project provide bicycle parking?		
8. Are all fully screened outdoor storage or display areas inside of all required side and rear building setbacks, with dense landscaping on the outside of these areas?		
9. Does the project permanently define and screen all outdoor storage areas with dense landscaping, opaque walls and/or opaque fences?		
10. Does the project limit outdoor operations and store equipment and raw materials inside buildings to ensure minimal visual impact on neighboring uses and the public?		
11. Does the project locate limited outdoor merchandise display areas near building entrances, without affecting traffic flow?		
12. Does the project preserve existing on-site vegetation, especially large trees, wood lots, and remnant wetlands and prairies?		
13. Does the project locate service and storage areas to minimize Highway 51 visibility?		
14. Does the project heavily screen parking areas adjacent to highway 51?		
15. Does the project screen rooftop mechanicals and utilities?		
16. Are mechanicals and utilities shown on the project's site plan?		
17. Does the project use wall-mounted signs?		
18. Does the project include buildings which are at least two-stories in height?		
19. Does the project include buildings which are compatible with the desired gateway character of the Village?		
20. Does the project include buildings which continue the architectural theme, design elements, and detailing on all sides?		
21. Does the project include loading docks or overhead doors on street-facing facades?		
22. Does the project screen loading docks or overhead doors on other facades?		
23. Does the project provide overhangs for pedestrian shelter?		
24. Does the project have a FAR between 0.15 and 1.0 if it is an Industrial use and between 0.35 and 1.5 if it is a Commercial use?		
25. Is a minimum of 50% of the front building wall 20' to 35' from Terminal Drive or McFarland Street right-of-way?		
<b>Building Design &amp; Materials</b>		
1. Does the project use building materials with lasting architectural character (strength, durability and quality)?		
2. Does the project encourage use of the following exterior wall materials: brick, decorative masonry block, architectural grade metal panels, cedar siding, stone,		

Guidelines	Yes	No
architectural pre-cast concrete panels, Exterior Insulation and Finish System (EIFS), Dry-vit, and glass?		
3. Does the project use corrugated-type metal or steel external siding on more than 25% of all street visible facades?		
4. Does the project incorporate similar or architecturally harmonious materials for all exterior building walls and other building components visible from public streets?		
5. For industrial buildings, does the project portray a quality office appearance at entries and around public/office spaces?		
6. Does the project encourage use of earth tone colors, such as gray, green, brown, burgundy, and tan?		
7. Does the project incorporate loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions into overall building design?		
8. Does the project locate loading facilities to the rear or non-street side of the building?		
9. Does the project integrate the placement and screening of mechanicals into the building architecture?		
<b>Building Orientation</b>		
1. Are building facades oriented parallel to the primary abutting street, with entrances?		
2. Does the project have a minimum of 50% of the front building wall to be at 20' to 35' from the street right-of-way?		
3. Does the project group back-of-building areas on double-fronted lots?		
4. Does the project make public building entrances clearly identifiable and accessible?		
5. Does the project site buildings for safe pedestrian and vehicular circulation?		
<b>Lighting</b>		
1. Are all exterior light fixtures at least three feet from all lot lines and within landscaped islands or outside parking lot edges?		
2. Does the project utilize incandescent or high-pressure sodium (HPS) light fixtures?		
3. Does the project use ninety-degree down-cast, cutoff fixtures (without drop lenses) for all lighting?		
4. Does the project include lights greater than 25 feet in height?		
5. Do average illumination levels in parking lots exceed 5 footcandles?		
6. Do illumination levels at lot lines exceed 0.5 lightcandles?		
<b>Parking</b>		
1. Does the project site employee parking to the rear or non-street side of the building?		
2. Does the project limit front yard parking to visitor spaces?		
3. Does the project provide landscaped islands, each a minimum of 200 square feet, and at a minimum rate of one island for every 12 parking spaces?		
<b>Signage</b>		
1. Does the project include pole or pylon style signs?		
2. If there is more than one business on a lot, is ground signage combined?		
3. Does the project architecturally integrate signs with its building?		
4. Does the project frame wall mounted signs to create a clearly defined edge, provide shadow relief, and a substantial appearance?		
5. Does the project screen external spot or flood lighting of signs?		