

Thursday, June 20, 2024**7:00 PM****McFarland Municipal Center**
5915 Milwaukee St, McFarland
*Community Room***AGENDA**

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84087260504>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 840 8726 0504

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.**2. PUBLIC APPEARANCES.**

- a. This is an opportunity for members of the public to address the Plan Commission and Community Development Authority for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Commission about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Commission should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Commission for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to community.development@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

3. BUSINESS.

- a. Discussion regarding updates to Redevelopment District Plans 1 and 2.

4. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, July 10, 2024 @ 7:00 p.m. Community Development Authority meeting
- b. Tuesday, July 16, 2024 @ 7:00 p.m. - Plan Commission meeting

5. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, June 20, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding updates to Redevelopment District Plans 1 and 2.

PREVIOUS ACTION:

August 22, 2023, Village Board approval of project contract

September, 2023, Public Survey #1

October 2, 2023, Public Information Meeting #1

October 17, 2023, PC & CDA Joint Working Session #1 - issues and opportunities discussion for Districts 1 & 2

October 30, 2023, Developer/Realtor/Lender Focus Group Meeting #1

November 7, 2023, Chamber Business Summit

January 10, 2024, PC & CDA Joint Working Session #2 - priority redevelopment site analysis and initial concepts

February 6, 2024, Park & Recreation Committee Meeting #1

February 8, 2024, Chamber Annual Dinner

February 15, 2024, Developer/Realtor/Lender Focus Group Meeting #2

March 19, 2024, PC & CDA Joint Working Session #3 - review of revised redevelopment concepts

April 3, 2024, Park & Recreation Committee Meeting #2

April, 2024, Public Survey #2

May 21, 2024, Landmarks Commission Meeting

ISSUE SUMMARY:

Steve Tremlett from MSA Professional Services will present an overview of activities completed since the March joint working session meeting. This includes:

1. Summary of input obtained from the second Public Survey
2. Refined concepts for priority redevelopment sites. The packet includes updated concepts for various subareas within both Districts #1 and #2. These concepts have been refined (version 3.0) based on input from the last working session and the second public survey. In most cases, there continue to be two alternatives for the same subarea, "Concept A" and "Concept B". These concepts might differ in terms of land uses, building locations, building sizes, and parking locations. Concepts A and B do not necessarily represent the only design alternatives for properties. Their purpose is to illustrate what may be possible, but not all possibilities. Committee members should pay particular attention to the overall land uses suggested for each concept. If there are particular land uses or development concepts that don't seem appropriate, then they can be dropped from further



consideration as the updated plans for both districts continue to take shape. The committee members also don't necessarily need to pick one concept over another, as it may be perfectly acceptable to include multiple alternatives for the same areas in the final plan if both are deemed acceptable.

3. Site and Building Design Guidelines and Standards. Tax Increment Districts #3 and #4, which coincide with Redevelopment Districts #1 and #2, include site and building design guidelines that are in addition to site and building design standards in the Village's Zoning Code, Sec. 62-310, that are applied village-wide. The existing site and building design guidelines and standards are not particularly robust and this project includes updating these guidelines to ensure future development maintains an appropriate design aesthetic for the Village. This topic includes general plan policies and peacemaking strategies.

Next steps for this project include holding a public informational meeting on July 11th to review the draft plan concepts and recommendations. Thereafter, a cover to cover draft plan will be assembled for review at a future joint CDA/PC meetings prior to holding a public hearing and final recommendation and adoption of the plan.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

2005 Terminal & Triangle District Plan
2010 Redevelopment District No. 1
2010 Redevelopment District No. 2
2017 Comprehensive Plan

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

1. 1_Preference Survey Results_Updates to Concepts
2. 2_Future Land Use_Proposed Amendments
3. 3_Design Standards Intro
4. 4_McFarland_DesignStandards_D1_6.13.2024
5. 5_McFarland_DesignStandards_D2_06_12_2024



LAND USE PLANNING FOR REDEVELOPMENT DISTRICTS 1 & 2

Design Preference Survey Results + Updated Concepts



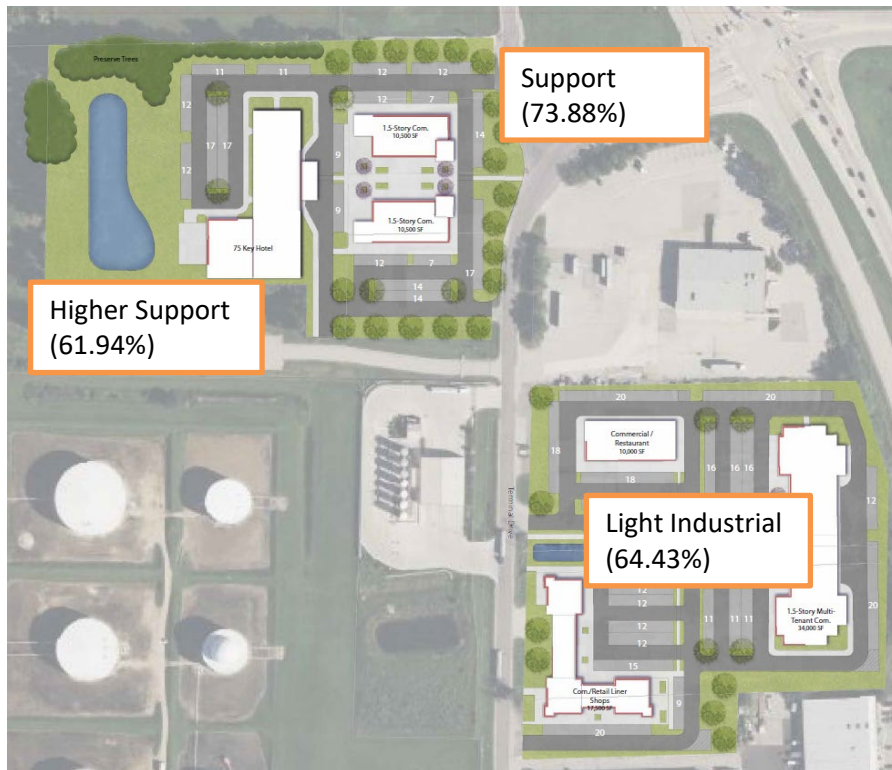
REDEVELOPMENT DISTRICT #1

Redevelopment Concepts

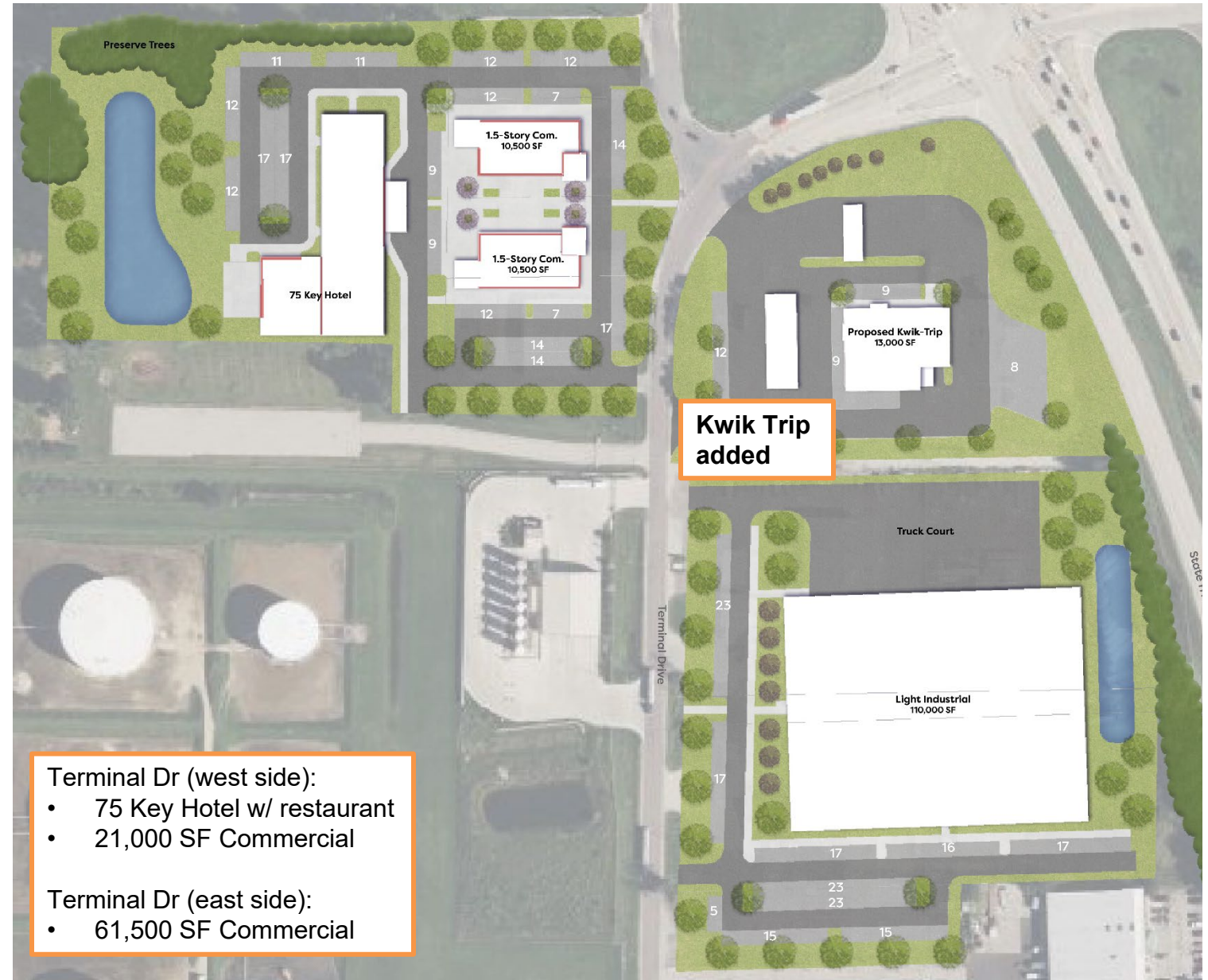
Subdistrict A

Concept 1

Previous Concept & Survey Results



Preferred Concept June 2024

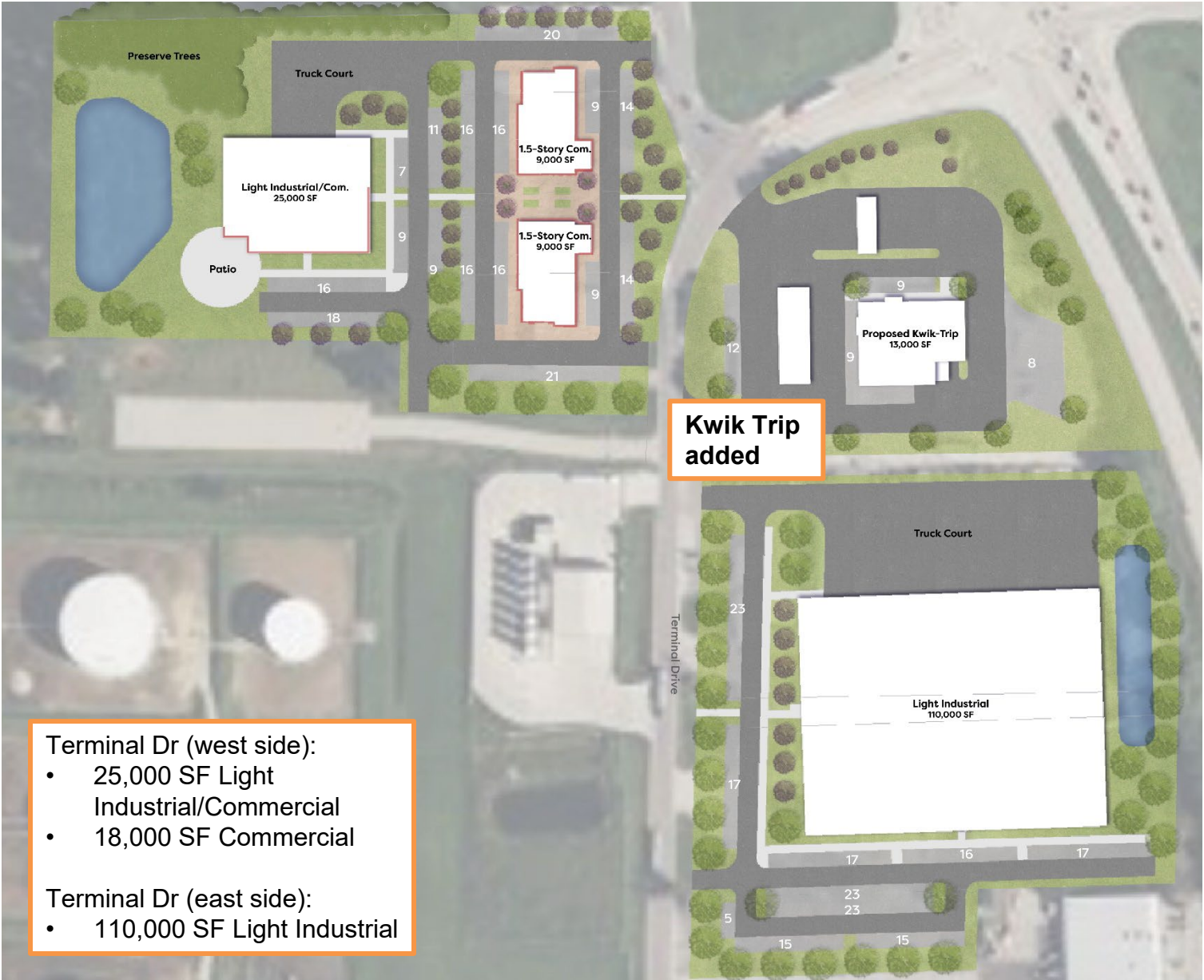


Subdistrict A
Concept 2

Previous Concept & Survey Results



Preferred Concept June 2024



Subdistrict B

Concept 1 (change?)

Keep Residential?

- Good transition from commercial to low-density residential (in Madison subdivision to the east)
- Opportunity for affordable housing near goods/services and jobs.

Remove Residential option?

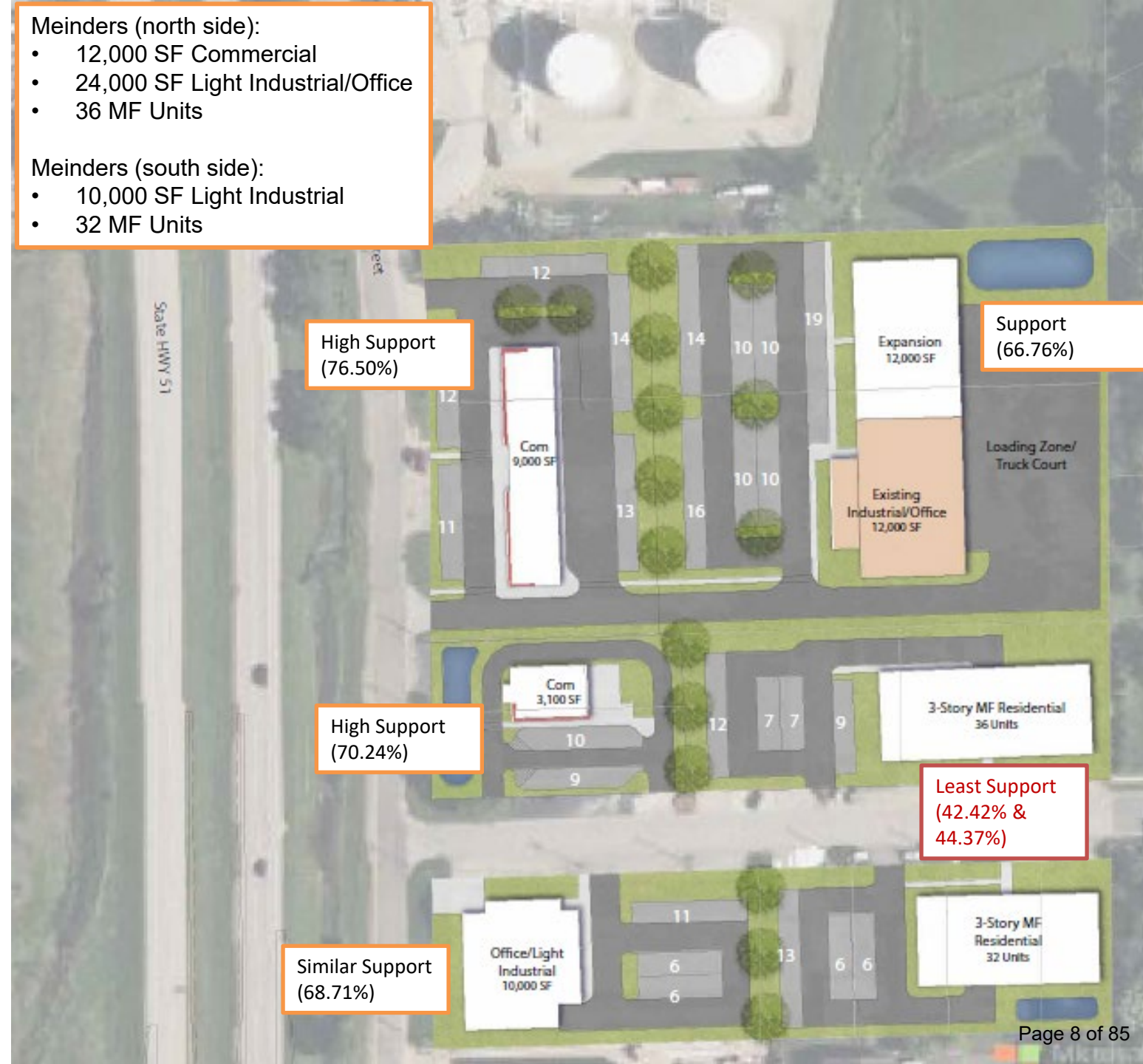
- Reaction per survey (however, many may not recognize the neighborhood to the east)

Meinders (north side):

- 12,000 SF Commercial
- 24,000 SF Light Industrial/Office
- 36 MF Units

Meinders (south side):

- 10,000 SF Light Industrial
- 32 MF Units



Subdistrict B

Concept 2 (unchanged)

Meinders (north side):

- 49,000 SF of Light Industrial

Meinders (south side):

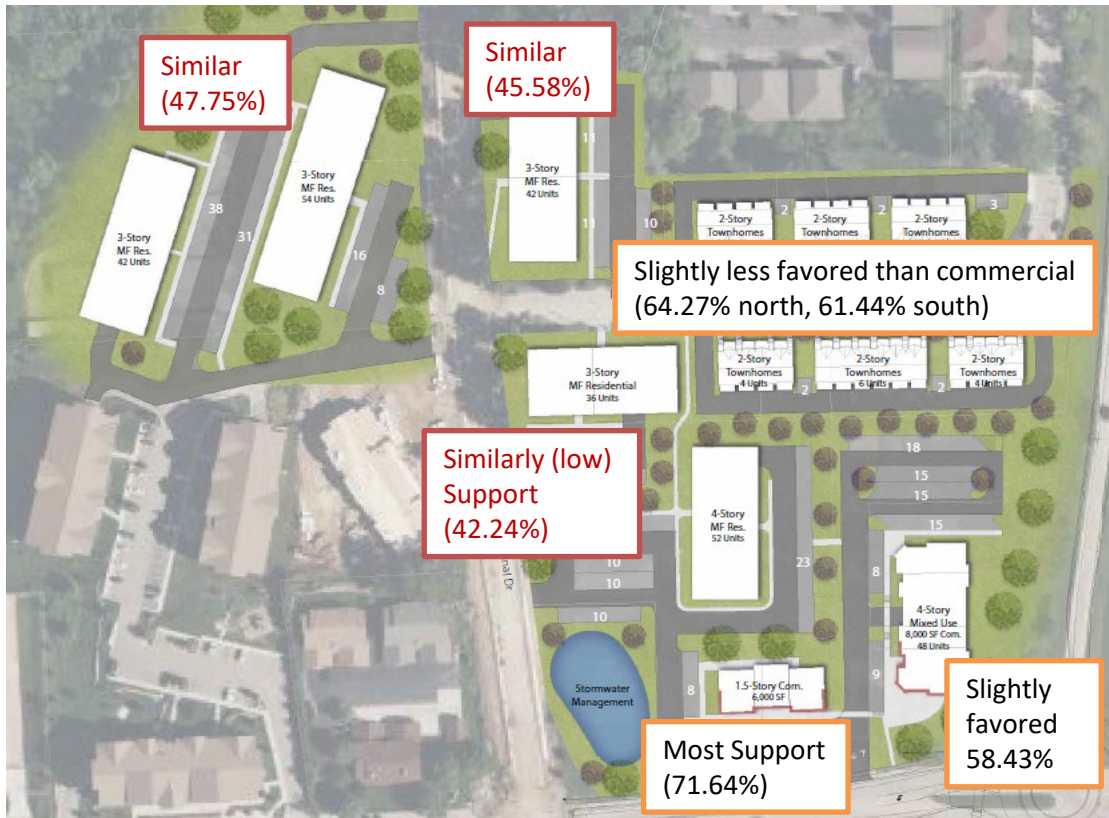
- 10,000 SF Light Industrial
- 11,200 SF Office/Commercial



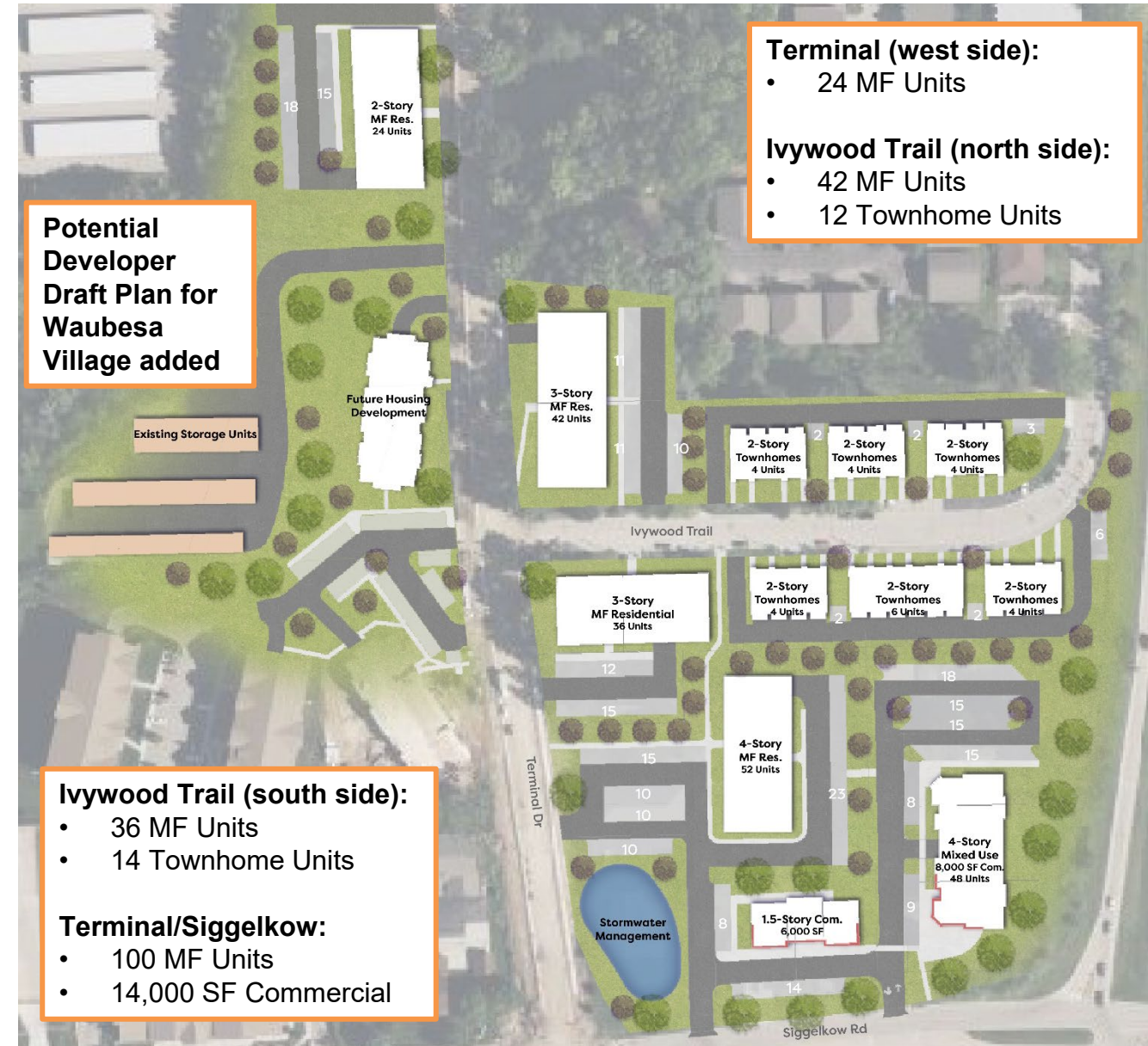
Subdistrict C

Concept 1

Previous Concept & Survey Results



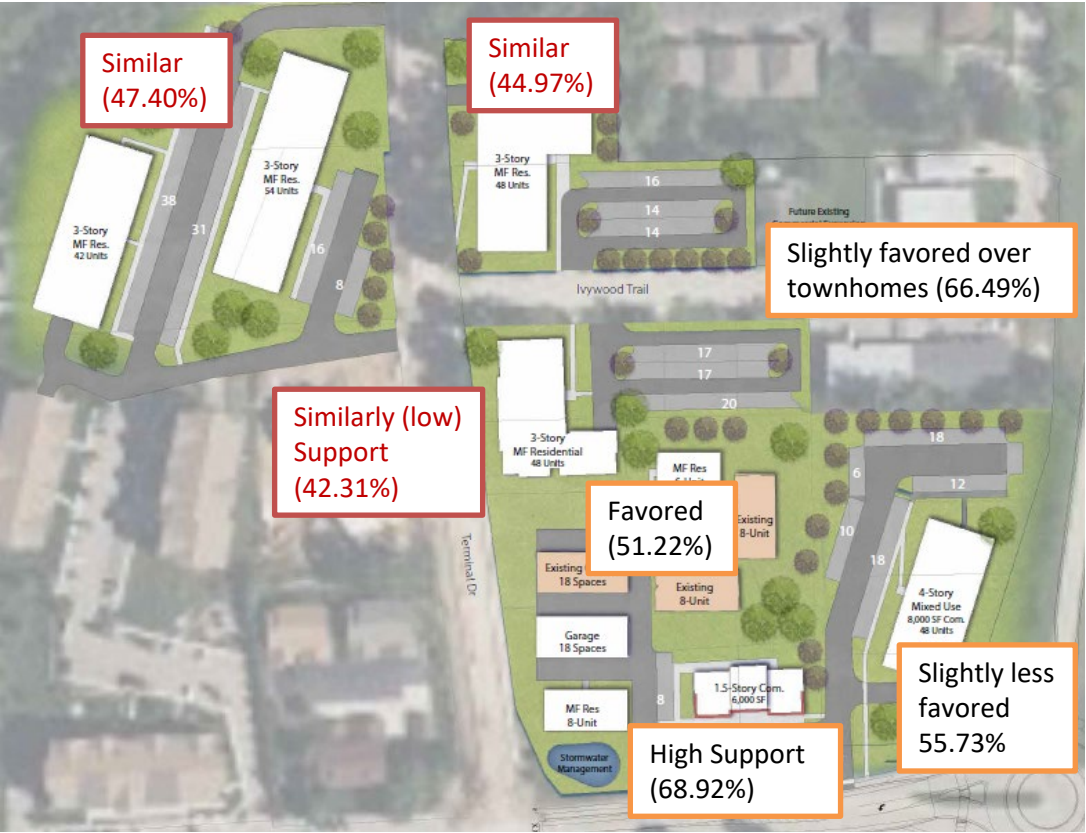
Preferred Concept June 2024



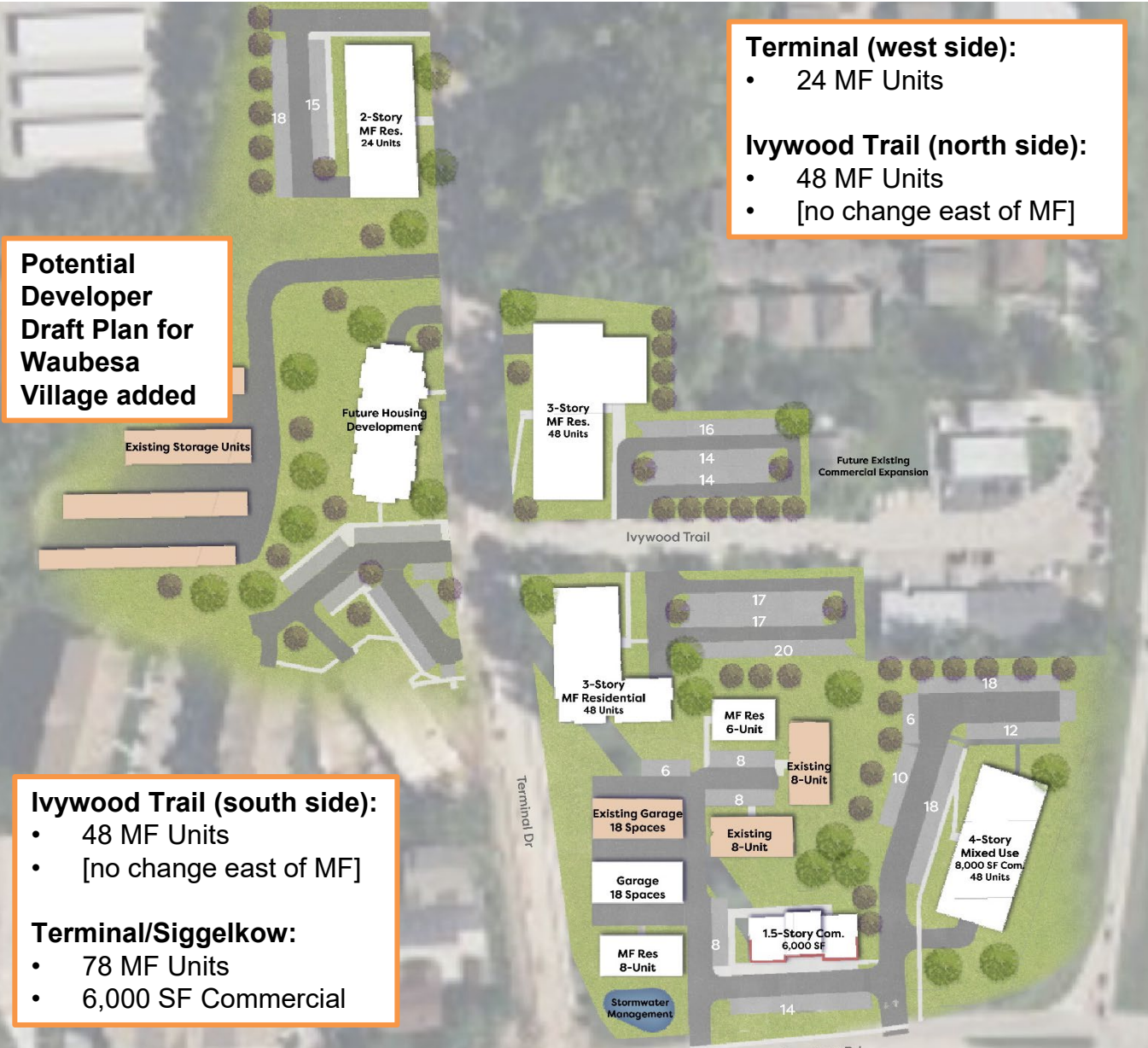
Subdistrict C

Concept 2

Previous Concept & Survey Results



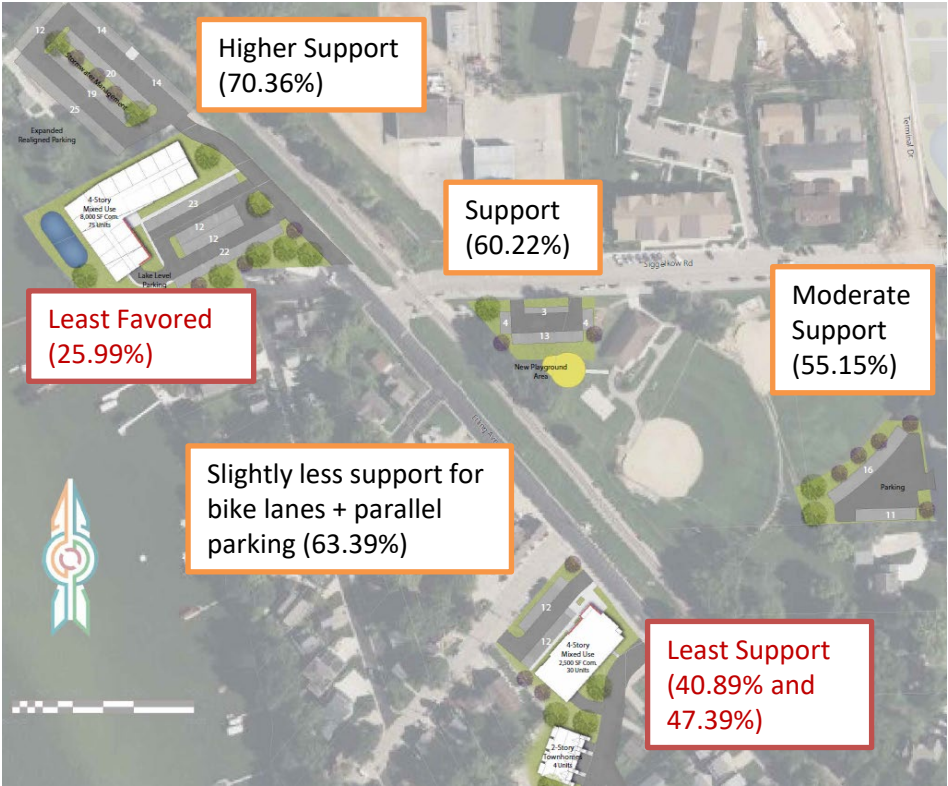
Preferred Concept June 2024



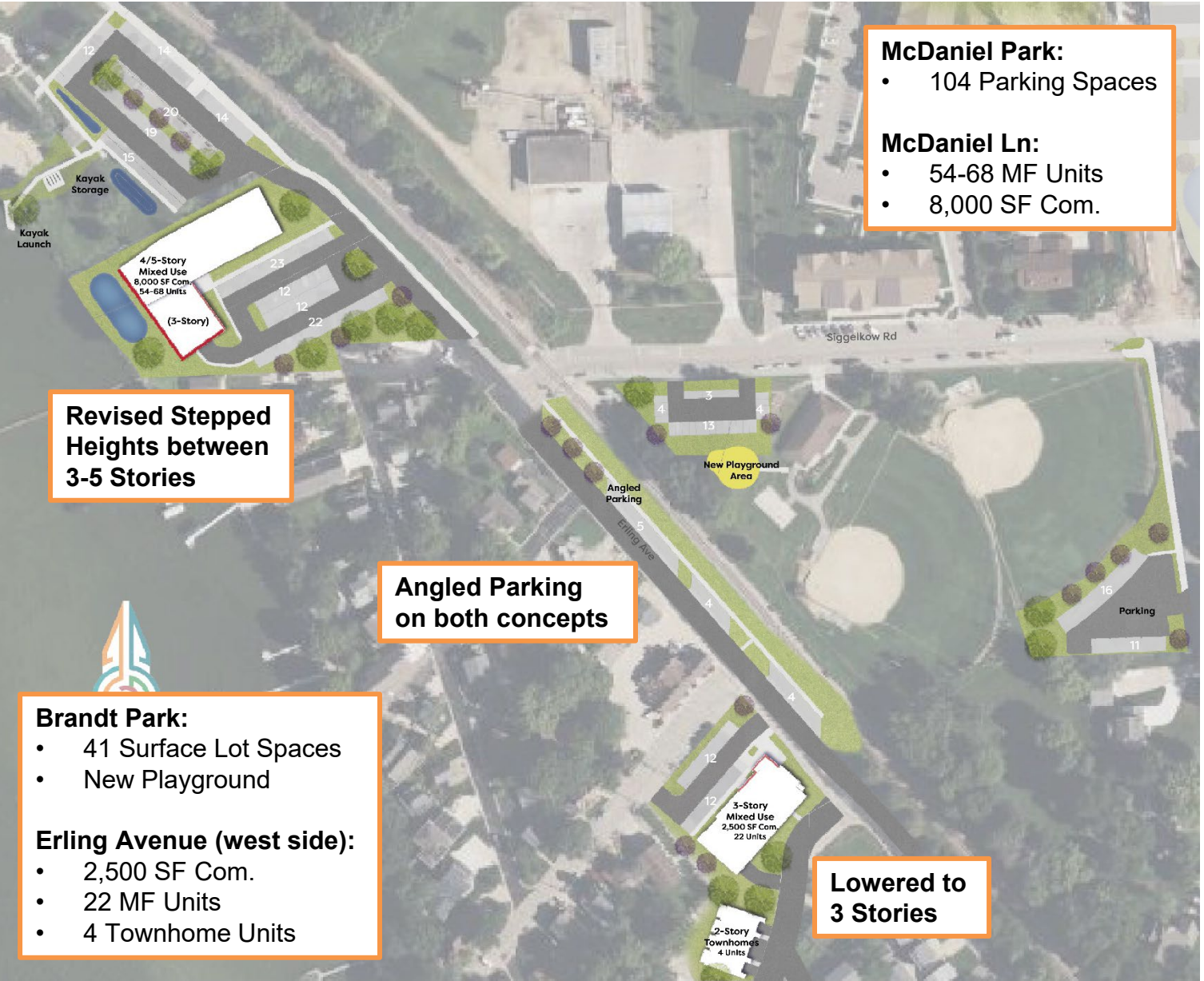
Subdistrict D

Concept 1

Previous Concept & Survey Results



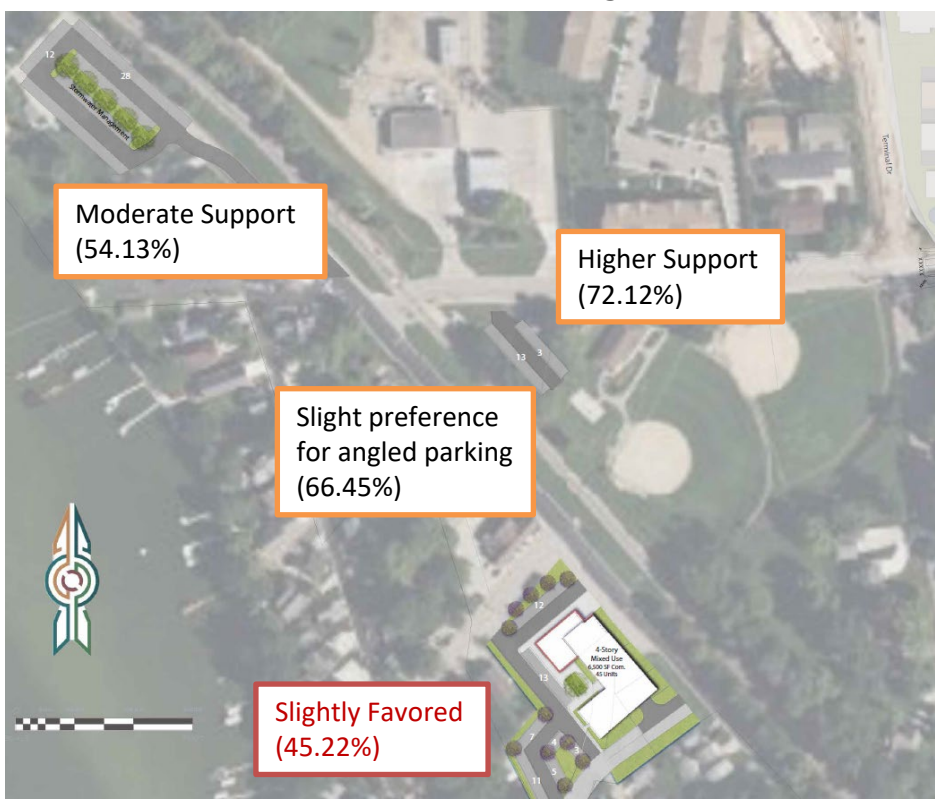
Preferred Concept June 2024



Subdistrict D

Concept 2

Previous Concept & Survey Results



Preferred Concept June 2024



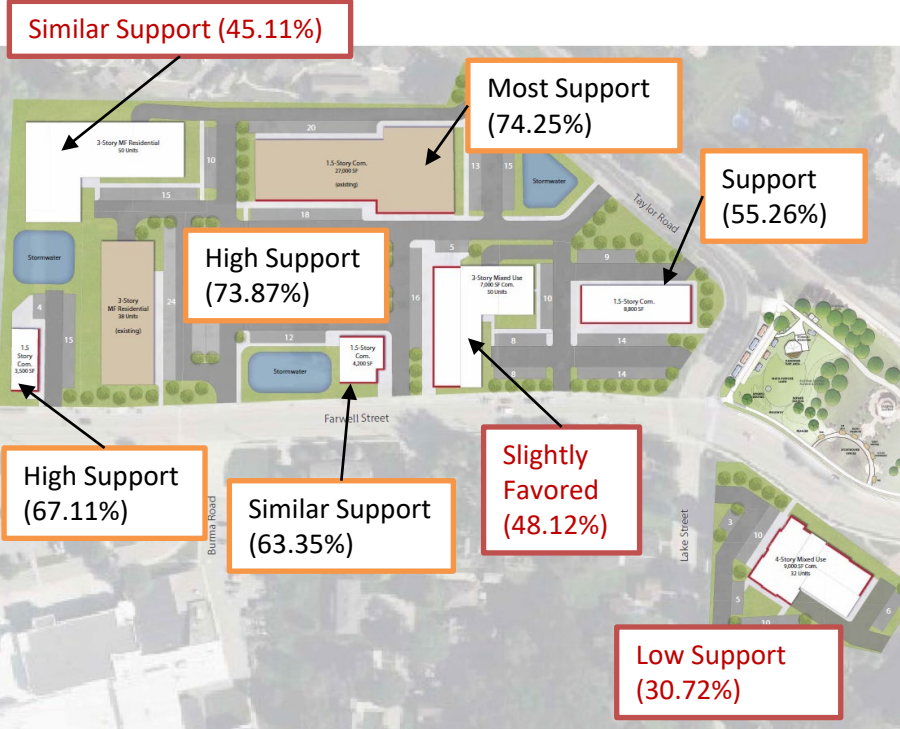
REDEVELOPMENT DISTRICT #2

Redevelopment Concepts

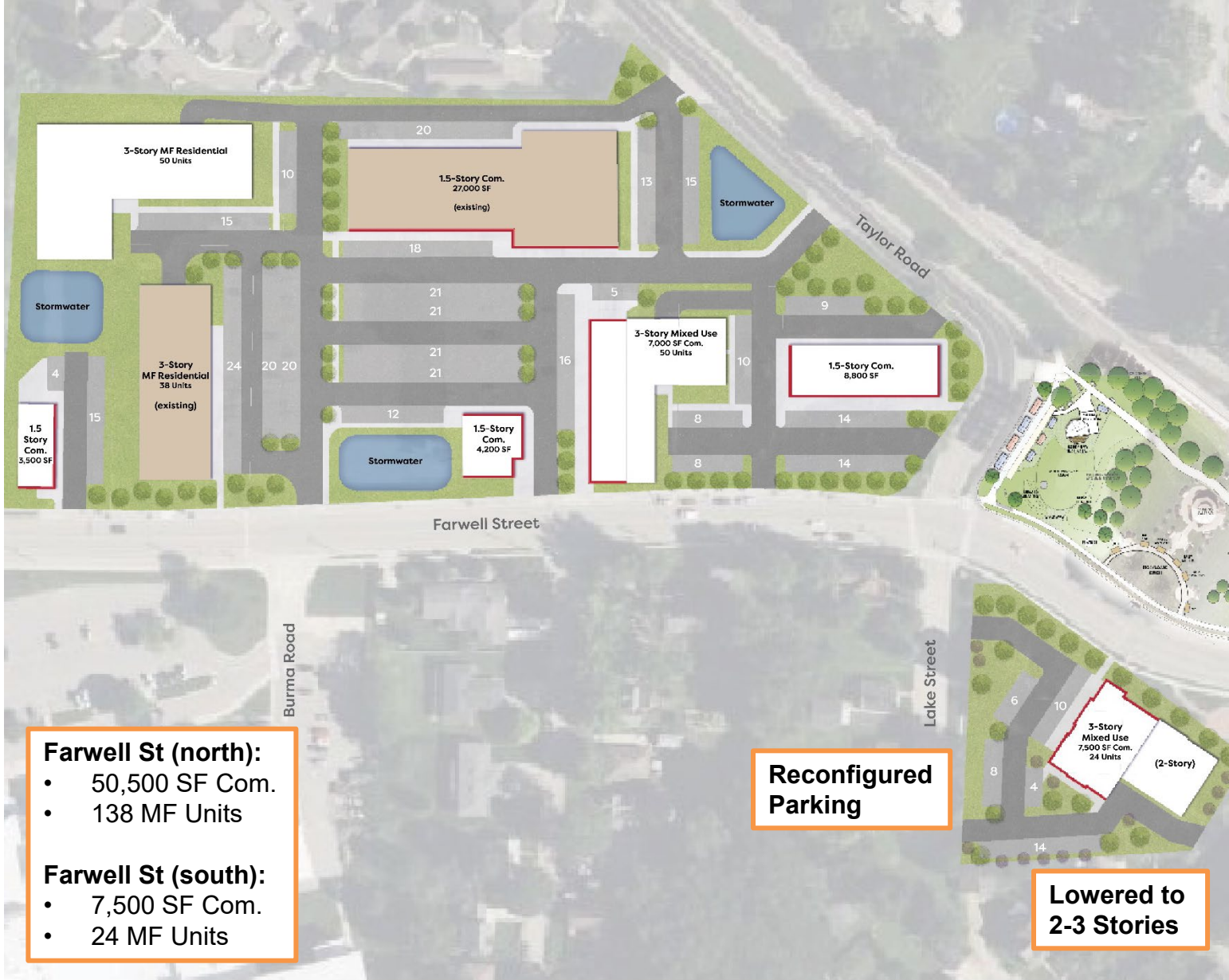
Subdistrict A

Concept 1

Previous Concept & Survey Results

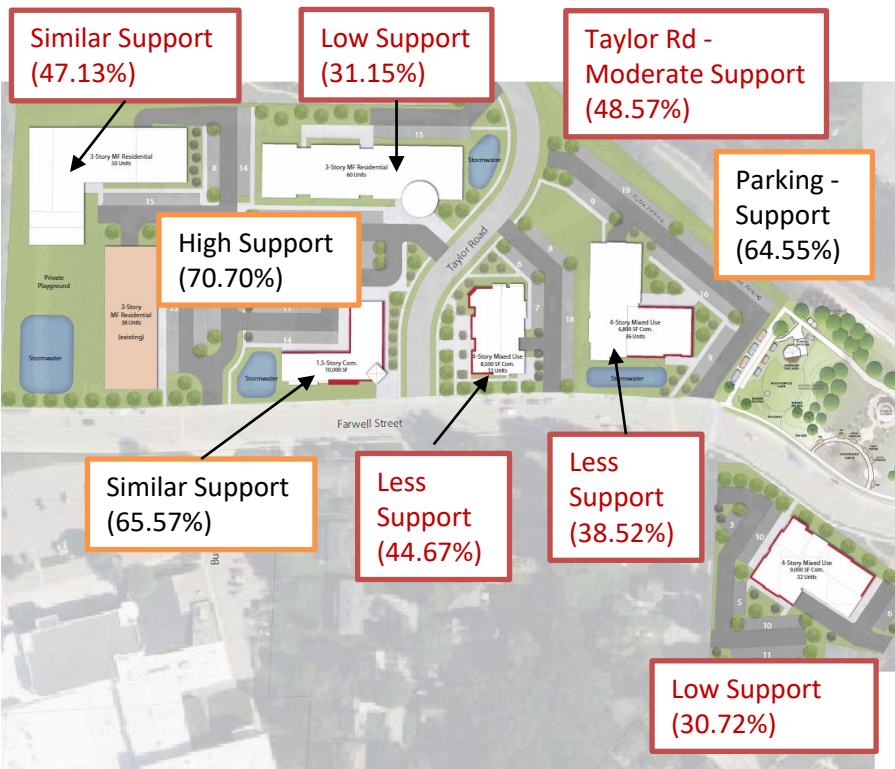


Preferred Concept June 2024

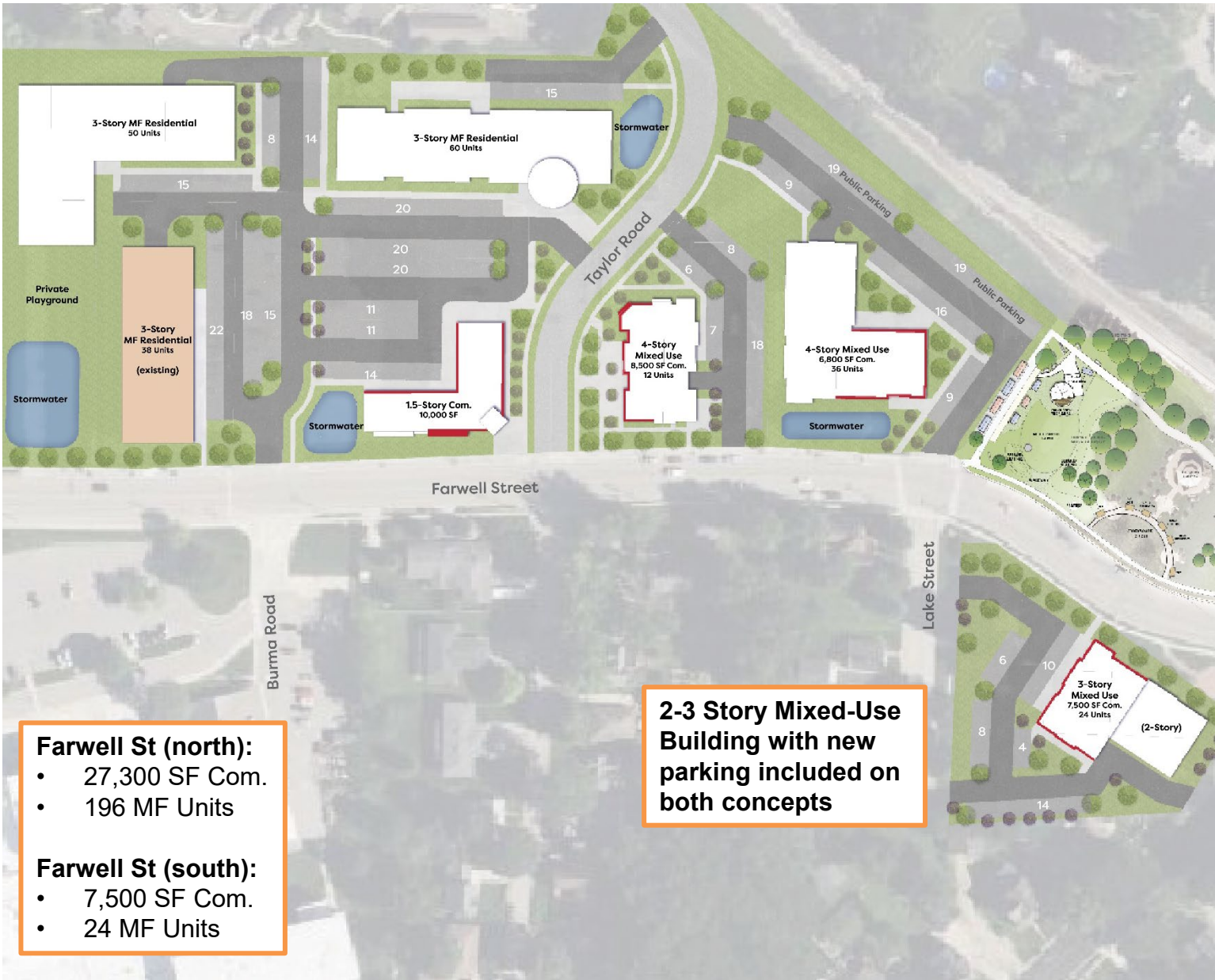


Subdistrict A
Concept 2

Previous Concept & Survey Results



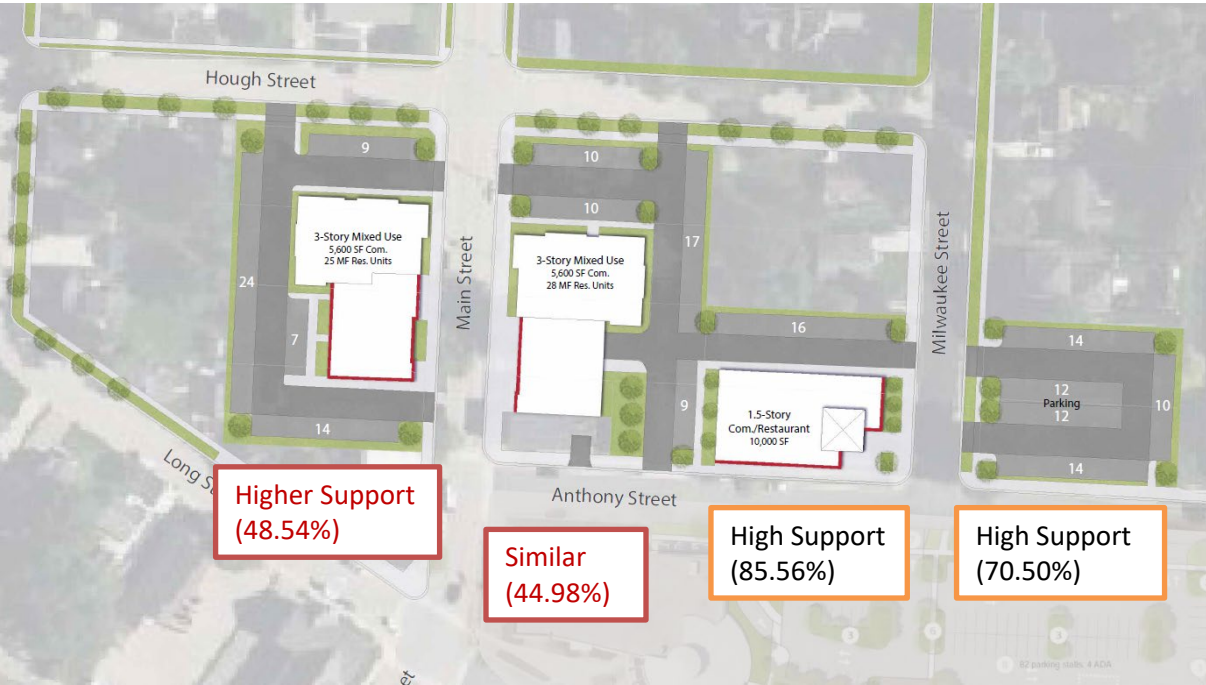
Preferred Concept June 2024



Subdistrict B

Concept 1

Previous Concept & Survey Results



Preferred Concept June 2024



Subdistrict B

Concept 2 (unchanged)

Main St (both sides):

- 20,000 SF Com.
- 82 MF Units

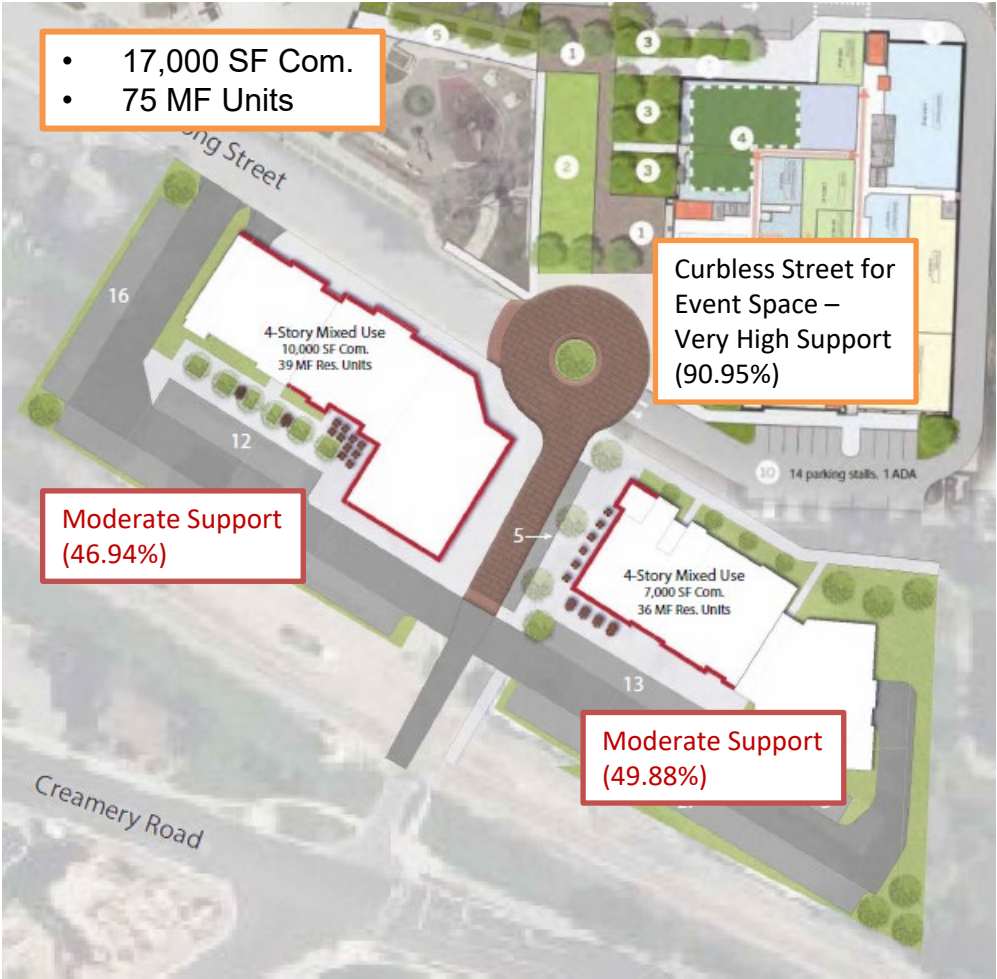
Milwaukee St (both sides):

- 13,700 SF Com.
- 26 MF Units

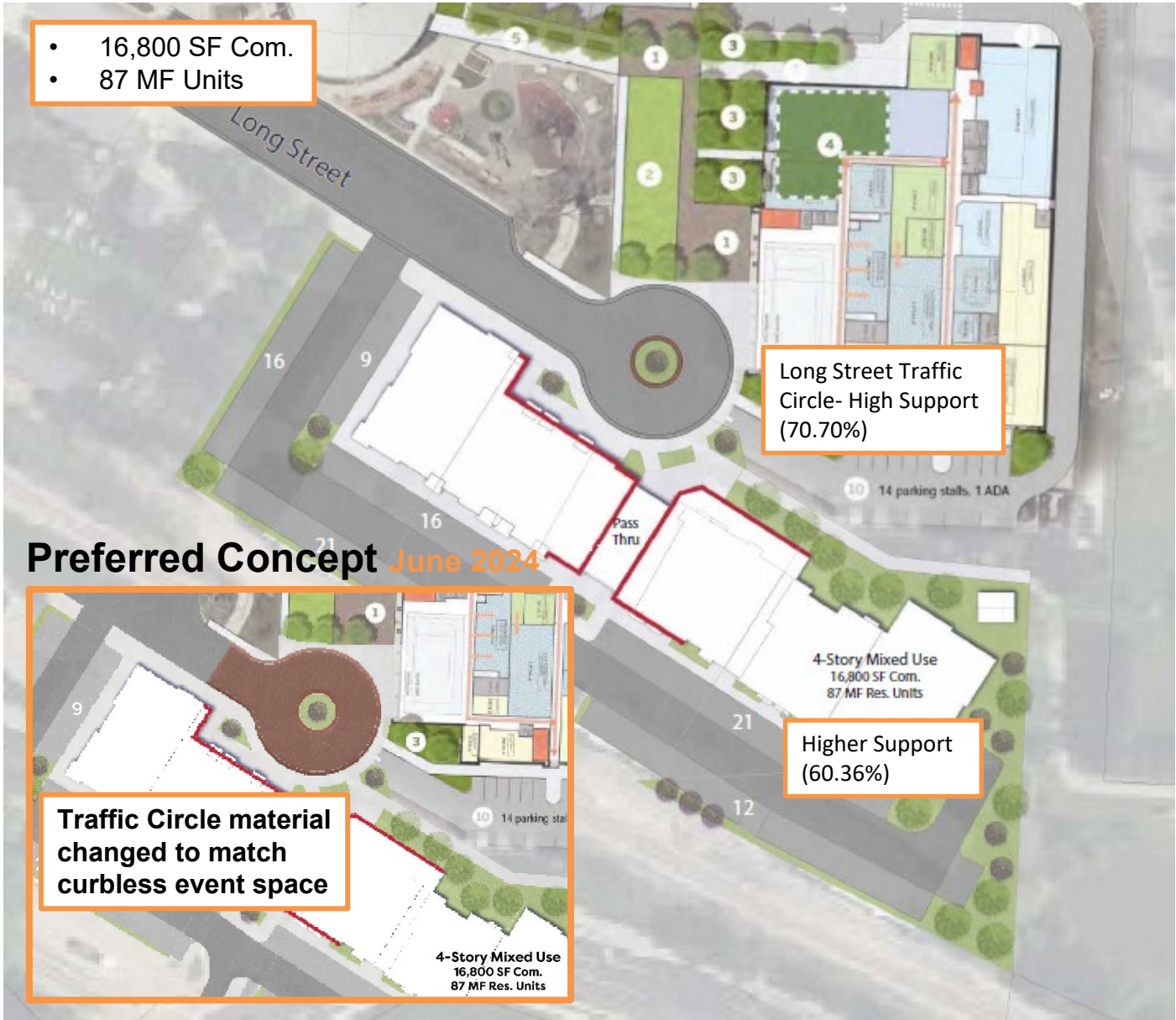


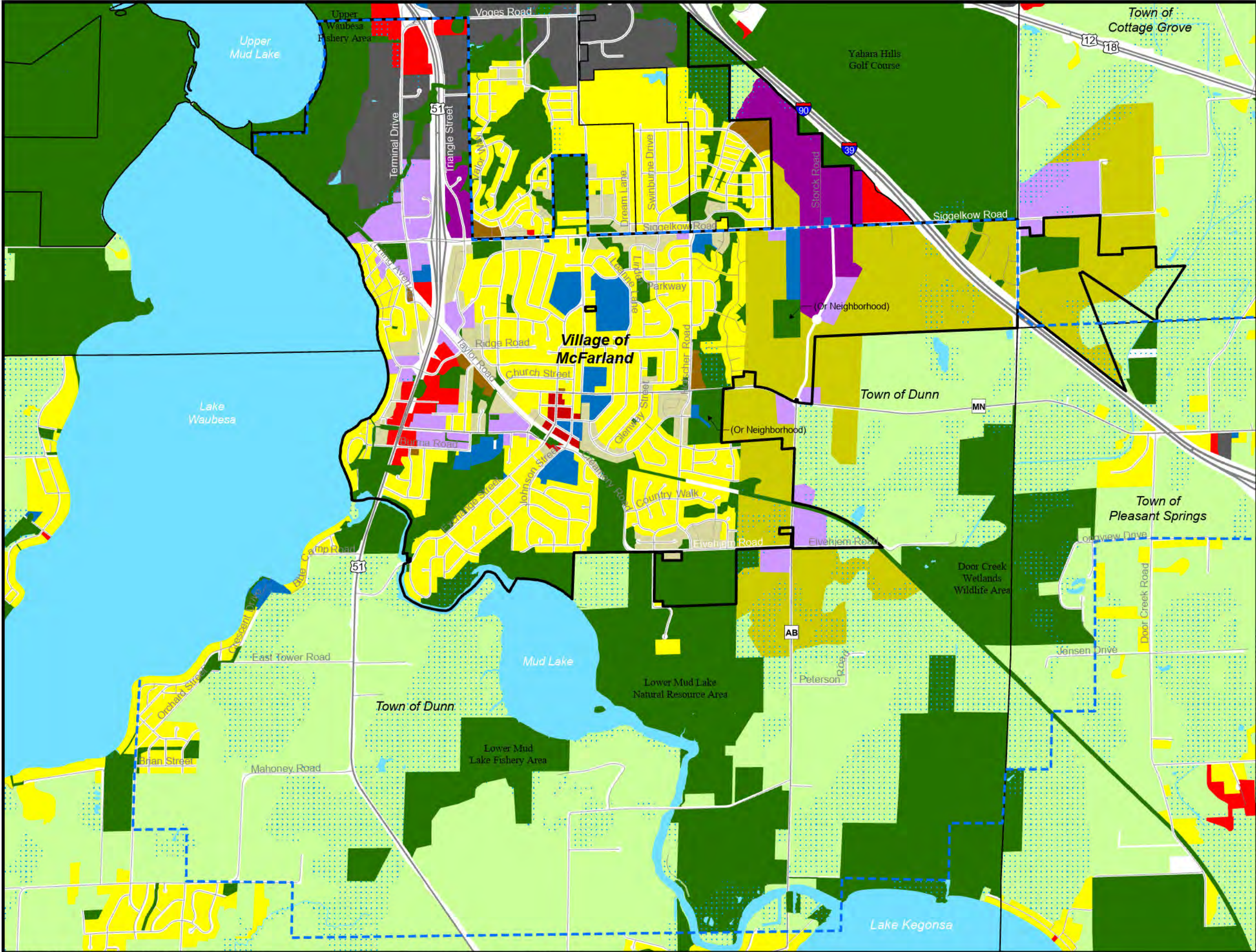
Subdistrict A

Concept 1



Concept 2 (Previous Concept & Survey Results)





MAP 6

FUTURE LAND USE

COMPREHENSIVE PLAN

Legend

Future Land Use

- Single Family Residential
- Two Family and Townhouse Residential
- Multiple Family Residential
- Neighborhood
- Downtown
- Highway and General Commercial
- Commercial Park
- Industrial
- Mixed Use/Flex Commercial
- Institutional and Governmental
- Public Lands, Recreation, and Environmental Corridor
- Agricultural Preservation
- Urban Reserve
- Rights-of-Way
- Water
- DNR Wetlands and Potential Wetland Indicators over Undeveloped Lands

--- Village of McFarland Extraterritorial Jurisdiction Boundary

⬢ Village of McFarland Limits (11/2022)

⬢ Other Municipal Limits (11/2022)

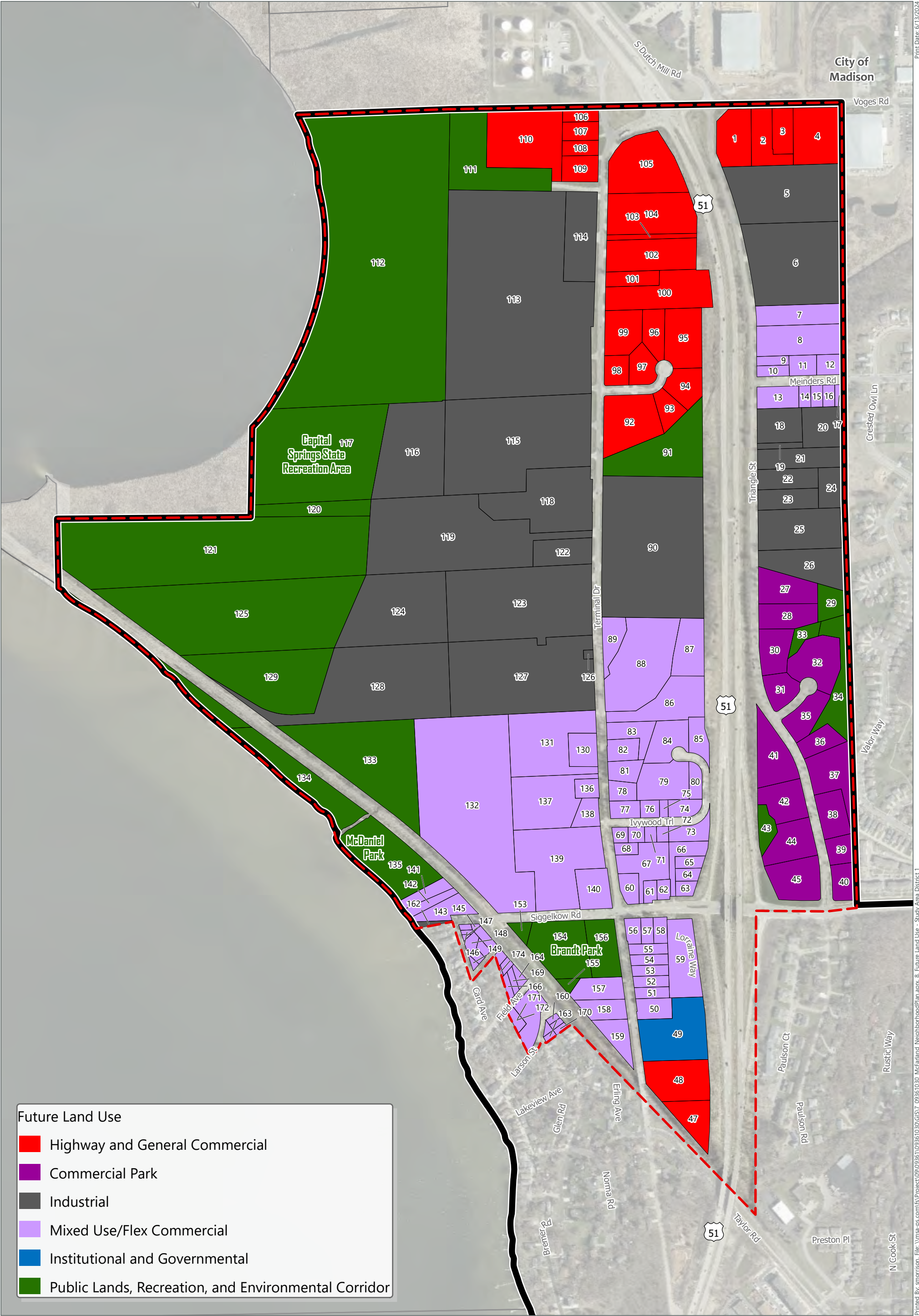
Shapes on this map represent the Village's vision for future land use within the Village and its extraterritorial jurisdiction. For such lands, this map is not intended to represent existing land use or zoning, or to compel property owners to change the use of their land. For example, owners of agricultural or other rural land may maintain their current land use. Actual boundaries between different future use categories and implementing zoning districts may vary somewhat from representations on this map. This map also identifies the City's Marsh Road Neighborhood Plan west of the Interstate and north of Siggelkow Road, and existing land use elsewhere beyond the Village's extraterritorial jurisdiction.



Date: February 2023

Data Sources: Village of McFarland, Dane County LIO, WDNR, and CARPC





Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

Study Area

Village of McFarland

Municipal Boundary

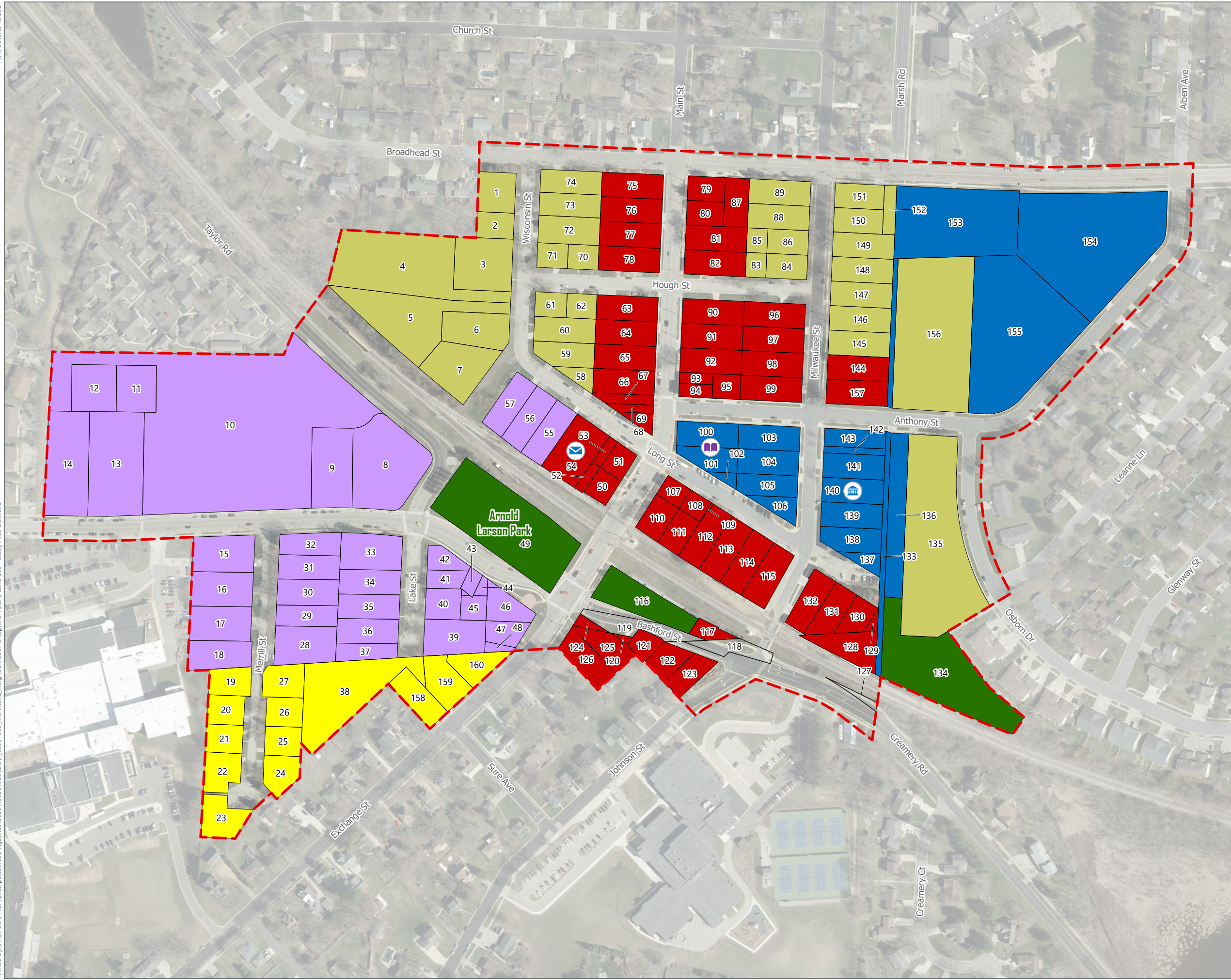
Parcel Boundary

Future Land Use

Redevelopment District #1

Village of McFarland
Dane County, Wisconsin





Future Land Use

Redevelopment District #2

Village of McFarland
Dane County, Wisconsin

- Study Area
- Municipal Building
- Post Office
- Public Library

Future Land Use

- Single Family Residential
- Neighborhood
- Downtown
- Mixed Use/Flex Commercial
- Institutional and Governmental
- Public Lands, Recreation, and Environmental Corridor
- Rights-of-Way

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



CURRENT CITY REGULATIONS

Zoning Ordinance + TID 4 Standards

Municipal Code

GENERAL DOWNTOWN PROPERTY REVIEW

Plan Commission reviews building permits related to exterior improvements to **all downtown properties** to meet guidelines (TID #4) and standards (62-310).

TID #4 Design Guidelines

- *Site Design*
- *Building Design*
- *Lighting*
- *Parking*
- *Signage*

Ordinance Section 62-310(e) Site/Design Review Standards

- *Grading*
- *Landscaping*
- *Building Relationships*
- *Lighting*
- *Utility Service*
- *Building Design*

Municipal Code

HISTORIC PROPERTY REVIEW

Landmarks Commission reviews building permits related to exterior improvements to designated **historic structures** to meet preservation standards:

1. No adverse impacts to architectural features
2. New improvements will harmonize with existing improvements
3. **Conformity of any construction on historic structures meets design criteria for the historic preservation plan for that district**

Criteria for Review

- *Height*
- *Second exit platform*
- *Solar collectors*
- *Repairs*
- *Restoration*
- *Aluminum/Vinyl Siding*
- *Storm windows*
- *Additions/Alterations*
- *Roof Alterations*

DOWNTOWN (DISTRICT #2) REDEVELOPMENT PLAN

Relevant Survey Results

Survey Responses

How important to you are the following characteristics as defining features of "Downtown McFarland" 10 years from now?

	Important
More Storefronts	88%
Attractive lighting, benches and other streetscape elements	75%
Wide sidewalks	71%
Larger Outdoor Event / Park Space	68%
Mixed use buildings	40%
Buildings Close to the Street	28%
Multi-story buildings	22%

Survey Responses

Please check up to THREE changes that would make the downtown more attractive.

	Important
Greater variety of establishments	83%
More places to eat	80%
Better atmosphere/aesthetics	44%
Improve outdoor community spaces	27%
Improved Parking	22%
More Special Events	17%

Survey Results

- Offer a few words to describe the downtown.



Negative	97	63%
Small, Underwhelming, Lacking	43	
What downtown	30	
Rundown, Old	10	
Lack of Cohesion	6	
Boring	5	
Traffic/Parking issues	3	
Positive	38	25%
Cute, quaint, small town vibes	25	
Has Potential	8	
Walkable, Bikeable	5	
Neutral	18	12%
Location/Place	13	
Ok, good enough	5	

Survey Results

- What is one thing you would like to see change in the downtown?



Survey Results

- What is one thing you would like to protect from change in the downtown.



Survey Results – Development Appropriateness



60% in Downtown Core
51% in Downtown Fringe
46% in Farwell Corridor



22% in Downtown Core
34% in Downtown Fringe
44% in Farwell Corridor



6% in Downtown Core
40% in Downtown Fringe
27% in Farwell Corridor

Survey Results



75% Not Appropriate



73% Not Appropriate

DEVELOPING DISTRICT STANDARDS

Overview & Key Topics

Design Standards should...



- reflect the community's shared overall design goals.
- reflect the specific needs and concerns of the planning area.
- be practical in nature to encourage compliance by property owners.
- be "user-friendly" and in a format that will facilitate uniform review procedures.

Design Standards Sections

- 1. Administration / Glossary of Terms
- 2. Site Design
- 3. Building Design
- 4. Historic Restoration & Preservation
- 5. Checklist / Certificate of Appropriateness

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Administration

Review Process

Applicants should review this Handbook at the beginning of the design process and are encouraged to meet with the Village Administrator to discuss the project. The following items must be submitted for review, unless the Village Administrator determines that they are not needed because the project is limited in scope:

- Design Standards Checklist (see last pages of Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting

Village staff completes an initial review and the Village Administrator is authorized to approve those applications that both meet the standards and require no additional permit approval by the Village. Applications determined by staff to NOT meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Plan Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within **five (5) business days** of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Plan Commission review.

Submissions must be made **thirty (30) days** before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the Village Board. Requests for appeal should be made to the Village Administrator.

ADMINISTRATIVE

APPLICABILITY

The Design Standards apply to **all parcels (excluding single-family uses)** in the **South Holmen Drive Corridor Overlay Design Standards District**, but they **DO NOT** compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

STANDARDS VS. RECOMMENDATIONS

Required standards are located in the lower portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the upper portion of the each page. The property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the Village's Zoning Ordinance.

WAIVERS

Applicants that do not believe they can or should follow a standard must negotiate with the Plan Commission for a waiver of that requirement.

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design

Defining Development Elements

- Signage – types, placement, installation, lighting, etc.
- Site Design – street relationship, exterior lighting, parking areas, storage/service areas, landscaping, etc.
- Building Design – scale/articulation, roofline, projections, windows/doors, garages, materials/colors, etc.

Scale, Articulation & Roofline

INTENT: To reinforce the existing character of downtown area, and to provide variety and visual interest.

Standards

1. New buildings **shall** be at least eighteen (18) feet in height from grade to the top of the parapet or midpoint of a pitched roof.
2. Any building over three (3) stories **shall** set back the upper stories from the lower floors. This technique could be utilized for buildings over two stories as well.
3. New buildings **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).
4. Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques:
 - expression of structural bays,
 - variations in material, and/or
 - variation in the building plane.
5. All new buildings **shall** utilize details or changes in materials to create a discernible base, middle and top. A discernible “base” **shall** be at least two (2) feet in height, but may include the entire first floor.
6. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
7. **Downtown Core Only**, new buildings **shall** utilize a horizontal expression line that projects at least two (2) inches, articulating the transition between the first floor and upper floors.
8. Street-facing building facades over hundred (100) feet in length **shall** have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.

(continued on the next page)

BUILDING DESIGN



APPROPRIATE
This buildings using material and building plane variation to produce a vertically-proportioned building that mitigates the length of buildings.



APPROPRIATE
Setting the upper story back from the primary facade helps to mitigate its impact on the District.



APPROPRIATE The above example illustrates the desired historic storefront base with a decorative cornice top with the horizontal expression line defining the middle of the building between the first and upper floors.



APPROPRIATE
This example illustrates techniques used to vary the facade heights along a long facade.

Key Questions

- What historical context should inform the design standards?
 - Should design be Context- or Historic-Sensitive?



Design District Sub-Areas

The Design District is organized into two distinct zones: **Downtown Core** and **Transitional Area**. The Design Standards will apply to all properties within the District, unless a standard specifically states “**Downtown Core Only**”, or “**Transitional Area Only**”. The map at right and descriptions below explain each of these zones:

Downtown Core:

This zone includes properties south of Broadhead Street along Main Street to the railroad tracks, expands east to include properties fronting on Milwaukee Street and along Farwell Street from Taylor Road to Milwaukee Street. The intent of this zone is to ensure that new buildings and redevelopment of existing structures reinforce and complement the historic downtown core.

Transitional Area:

This zone is comprised of properties abutting Farwell Street just east of Spartan Drive to Taylor Street, and areas outside of the Downtown Core (along Wisconsin Street and Osborn Drive). The intent of this zone is to establish a more uniform approach to design that will reinforce an urban, pedestrian-friendly environment, while continuing to allow for flexibility in building design.

DESIGN OVERLAY DISTRICT MAP



VILLAGE OF MCFARLAND

Redevelopment District #1 | Design Standards Handbook

DRAFT



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- 10. Landscaping
- 11. Exterior Lighting
- 12. Storage and Service Area

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BUILDING DESIGN

- 13. Signage
- 14. Scale & Articulation
- 15. Roofline
- 16. Street Level & Secondary Facades
- 17. Windows & Doors
- 18. Projections
- 19. Colors & Materials

20-XX

Design Standards Checklist

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Village staff completes an initial review and the Community & Economic Development Director or designee is authorized to approve those applications that both meet the standards and require no additional permit approval by the Village. Applications determined by staff to NOT meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Plan Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within five (5) business days of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Plan Commission review.

Submissions must be made thirty (30) days before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the Village Board. Requests for appeal should be made to the Community & Economic Development Director or designee.

APPLICABILITY

The Design Standards apply to **all parcels (excluding single-family uses)** in the **Redevelopment District 1**, but they **DO NOT** compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

STANDARDS VS. RECOMMENDATIONS

Required standards are located in the upper portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the lower portion of the each page. For privately-funded projects, the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the Village's Zoning Ordinance. For any project that includes Village funding assistance, the property owner/leaseholders may be required to meet the corresponding recommendations in addition to the standards.

WAIVERS

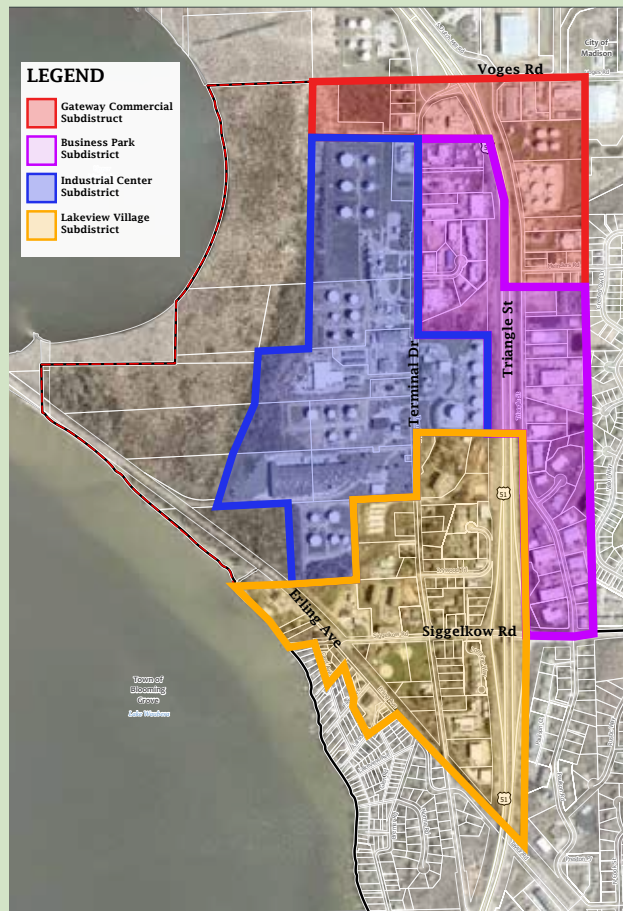
Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on a applicant's ability to demonstrate one or more of the criteria listed below. The waiver application shall be made in writing, in a form deemed appropriate by the Community & Economic Development Director or designee.

A) the required design feature cannot be met on the site

B) the requirement would create undue hardship for the applicant as compared to other properties in the district

C) the intent of the standards can be successfully met with an alternative design

Design Districts



INTENT

*The **Redevelopment District 1** is intended to encompass **industrial, commercial, mixed use, multi-family residential, and civic properties** in District 1. All building or site improvement activities normally requiring a permit must conform to the standards defined herein.*

***NOTE:** Single-family residential is exempt from these standards.*

Design District Sub-Areas

The Design District is organized into four distinct sub-area zones: **Gateway Commercial, Business Park, Industrial Center, and Lakeview Village.**

The Design Standards will apply to all properties within the District, unless a standard specifically states a sub-area zone (e.g., "**Neighborhood Area Only**", or "**Terminal Industrial Area Only**").

These zones and their accompanying regulations were developed based on the future land use map and the general land use vision established in the Village's Redevelopment District Plan (**adopted XX XX, 2024**). The map on the left and descriptions below explain each of these zones:

Lakeview Village Subdistrict

This subdistrict includes many of the existing mixed use, commercial and residential areas between the lakefront to US 51 inclusive of residential area north of Ivywood Trail to Taylor Road to the south. While there are a variety of parcel sizes in this area, the current and future character of this area is to develop a complete residential neighborhood.

Industrial Center Subdistrict

This subdistrict includes portions of Terminal Drive between the Gateway Commercial and Neighborhood sub-districts. The majority of this land is currently gas farm properties and other more heavy industrial uses. These are large lot sites that will have a much different character than remaining sub-districts.

Business Park Subdistrict

This subdistrict includes portions of Terminal Drive (inclusive of McFarland Court) and Triangle Street. These properties are existing and planned office, manufacturing and similar uses that generally include buildings that are much smaller than can be found in the Industrial Center subdistrict. Larger buildings in this sub-area will be required to include design elements that break up the building to be more cohesive with the surrounding developments.

Gateway Commercial Subdistrict

This subdistrict is at the northern "gateway" into the Village and has an opportunity to provide a commercial node with uses that brings activity and interest as one enters the Village.

Administration

Awning sign	a type of projecting, on-building sign consisting of printing on fabric or fabric-like sheathing material
Billboard sign <i>(off-premise advertising sign)</i>	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
Clear glass	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
CMU, smooth-faced	a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish
CMU, split-faced	a concrete masonry unit with a textured exterior finish
EIFS (Exterior Insulation Finishing System)	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system
Footcandle	a unit of illumination produced on a surface
Functional public entrance	a building entrance that is unlocked during business hours and is designated for public use
Free-standing sign	any sign which is independent of support from any building
Full-cutoff light fixture	a light fixture that does not allow light to escape above 90 degrees from vertical
Ground floor facade	the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

any sign designed to give an artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.

Directly Illuminated Sign

a type of free-standing sign whose bottom edge is located within one (1) foot of a ground-mounted pedestal

Monument sign

a structure or premises containing five or more parking spaces open to the public

Parking lot

the area designated for a single vehicle to park

Parking stall

any free-standing sign which is supported by structures or supports in or upon the ground and independent of support from any building

Pole sign

a type of on-building sign, which is attached to and projects more than eighteen (18) inches from the building, generally perpendicular from the building face.

Projecting sign

land reserved for public use, including streets and sidewalks

ROW (Right-of-way)

any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than eighteen (18) inches from such wall

Wall Sign

any sign mounted inside a building, either on the window glass, or within two (2) feet of the window,

Window sign

Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

Standards

1. **Gateway Commercial Area Only**, primary structures **shall** be built within forty (40) feet of the front property line, unless the front setback allows for a parking area. If the setback includes parking, the primary structure **shall** be within eighty (80) feet of the front property line.
2. **Business Park Area Only**, primary structures **shall** be built within eighty (80) feet of the front property line.
3. **Lakeview Village Area Only**, within forty (40) feet of the front property line, parking **shall not** cover more than fifty (50) percent of the primary street frontage. The remainder of this street frontage **shall** be used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.
4. A minimum of one (1) functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets **shall** provide an entrance facing the more prominent of the two streets.

Recommendations

- A. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.
- B. Building placed close to the street and to any street corner is strongly encouraged. If the site has multiple street corners, place the building nearest the most prominent one.



The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

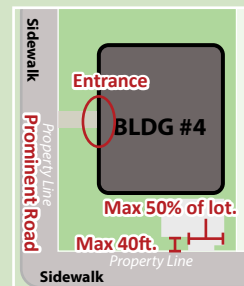
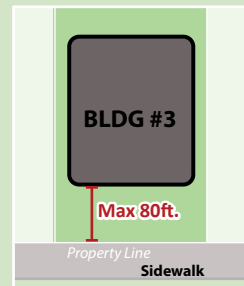
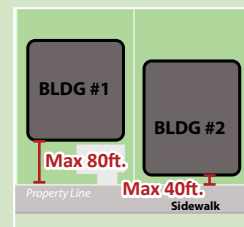
Standards #1- #4: illustrated in image and text below:

Gateway Commercial Area: Building #1 has some parking in front of the building so it may be set back up to 80 ft.

Building #2 however, does not have front parking, so it must be set within 40 ft of the front property line.

Business Park Area: Building #3 is in the business park area. It should be set within 80ft from the front property line.

Lakeview Village Area: Building #4 has parking in front which should not encompass more than 50% of the front primary street frontage, within 40 ft from front property line. Facing two streets, it presents a functional entrance facing the more prominent road.



SITE DESIGN

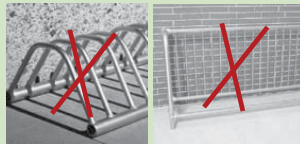


Example of desired landscaping buffer between parking and street.

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

Right: examples of good bike racks that allow for u-shape lock to secure the frame to the rack.



NOT PERMITTED

Left: examples of poor bike racks that do not allow for a lock to secure the bike frame to the rack.



The above images show a variety of ways to buffer parking areas from the public sidewalk. The image on the right shows a prohibited condition along a parking and sidewalk edge (no buffer).



NOT PERMITTED



This illustration meets Standard 4 with medians and parking islands breaking up the parking stalls. Standard 3 is also being met by this illustration, as there is at least a 20-foot throat depth and the parking stalls are separated from the public sidewalk by a landscaping divider.

PERMITTED



Standards

1. All parking areas of five (5) or more vehicles **shall** be paved and include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer **shall** be at least five (5) feet.
3. Parking lot access driveways **shall** have a throat depth of twenty (20) feet and be separated from parking stalls by a planted landscaping dividers protected by a concrete curb.
4. Parking spaces **shall** be separated by an island at the rate of one (1) curbed island or peninsula for each linear row of twelve (12) parking spaces for single row configurations, or for each twenty-four (24) parking spaces in double row configurations. All curbed islands shall have a minimum width of ten (10) feet.
5. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk, if applicable. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
6. **Gateway Commercial and Business Park Areas Only**, off-street parking in front of the building **shall** be limited to a double-loaded parking aisle.
7. **Industrial Center Area Only**, front yard parking **shall** be limited to a two (2) double-loaded parking aisles.
8. **Lakeview Village Area Only**, parking lots adjacent to residential properties **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with plantings, a fence, a line of conifer trees, or a mix of these options. A solid fence without landscaping is discouraged.

Parking Areas (cont.)

Recommendations

- A. Installation of one bike rack within each parking lot is encouraged. Bike racks should be designed to allow the frame to be locked directly to the rack.
- B. Wherever feasible, shared parking lots are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
- C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.
- D. Whenever possible, parking areas should be placed in the side and rear yards.



Example of a desired layout in the Lakeview Village Area. Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two developments.



Example of a desired layout in the Gateway Commercial and Business Park Areas. Development #1 parking includes double-loaded parking aisle in the front and rear yards. Development #2 parking includes two double-loaded parking aisles on the side of



Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.

Landscaping

INTENT: To highlight and protect pedestrian routes, guide the safe flow of vehicular traffic, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots.

Standards

1. All signs **shall** conform to the landscaping design requirements in the Village's Zoning Ordinance (Appendix B).
2. Plantings and low fences located between parking areas and the public street **shall not** obscure vision between three (3) and eight (8) feet above ground. Trees and bushes that would naturally obscure this zone at maturity **shall not** be used.
3. All parking lot islands **shall** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.

Recommendations

- A. Yard areas not used for off-street parking are encouraged to be attractively landscaped and screening parking/service areas from adjacent properties.
- B. Indigenous plants with low water and pesticide needs are strongly encouraged.
- C. Parking areas, especially in the front yard, should have sufficient landscaping within the parking area or within ten (10) feet of the parking edge.

SITE DESIGN



A 3-foot high buffer along the public sidewalk defines and separates private parking areas from the public street realm. This improves aesthetic appearance and the pedestrian experience.



APPROPRIATE The below images show parking areas that are sufficient landscaped. From top down: landscaping near parking areas, within parking islands, and within parking medians.



Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.

Standards

1. All exterior building and parking light fixtures **shall** be full cut-off, except ground lighting of the building architectural / landscaping elements are acceptable. Lights directed towards the sky are **prohibited**.
2. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of 0.5 footcandles as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
3. Parking and security lighting poles **shall not** be taller than the maximum allowable building height allowed in the underlying zoning district for the property, or forty (40) feet, whichever is less. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.
4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

Recommendations

- A. Exterior lighting should be designed to complement the character of the building.
- B. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.
- C. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).
- D. Preferred light types include: LED, fluorescent, and high-pressure sodium.



APPROPRIATE Examples of full cutoff fixtures that minimize glare and light pollution



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and



APPROPRIATE Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.

SITE DESIGN

Storage & Service Areas

INTENT: To improve the appearance of the district.

Standards

1. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street or adjacent properties. Electrical service boxes are excluded from this requirement (see Standard 2).
2. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side or rear yard.
3. Loading dock(s) **shall not** face Terminal Drive, Triangle Street or Siggelkow Road. Any loading dock facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
4. **All areas, except Industrial Center**, outdoor storage of products, materials, or equipment is **prohibited** in the front yard. Short-term display items or items that are available for purchase by customers are exempt from this standard.
5. Dumpsters **shall** be fully screened, including the dumpster gate, so that they are not visible from a public street or adjacent properties. The screening shall consist of a solid fence constructed of masonry, plastic composite, or commercial-grade wood fencing materials and **shall** be between six (6) and eight (8) feet tall. The gate **shall** be oriented toward the interior of the site. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.

Recommendations

- A. Shared garbage and recycling facilities are encouraged, where practical, as a means to meet screening requirements and preserve access needs.
- B. Rear yard loading dock and staging areas are strongly encouraged.

SITE DESIGN



APPROPRIATE Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick/concrete wall with landscaping (lower images).



ALLOWED



NOT PERMITTED

Dumpsters are required to be fully screened on all sides, which includes the gate doors. The images on the left illustrate an allowed condition (above) and a prohibited condition (below).



APPROPRIATE The building facade screens the rooftop mechanical from ground view.

INTENT: To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Standards

1. All signs **shall** conform to the design and maintenance requirements of the Village's Sign Ordinance (ARTICLE 8-XI SIGN AND BILLBOARD REGULATIONS) and a sign permit **shall** be acquired.
2. Signage **shall** be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.
3. **All areas, except Industrial Center**, roof-mounted, pole and neon (excludes interior usage) are **prohibited**.
4. **Industrial Center Only**, roof-mounted and neon (excludes interior usage) are **prohibited**.
5. **Lakeview Village Area Only**, free-standing signs **shall not** exceed sixteen (16) feet above grade.
6. Free-standing signs **shall** have landscaping elements (i.e. planting material, boulders, fencing) surrounding the base/post of the sign.

Recommendations

- A. Preferred sign types include: wall-mounted (facing the street), monument-style freestanding, and awning.
- B. Pole signs are strongly discouraged.
- C. **Lakeview Village Area Only**, signage height should be minimized to create a pedestrian-friendly environment. Preferred sign height is between five (5) feet and ten (10) feet.
- D. Exterior lights illuminating a sign should be mounted above the sign and directed downwards, rather than within the sign face or directed towards the sky.



Window Sign



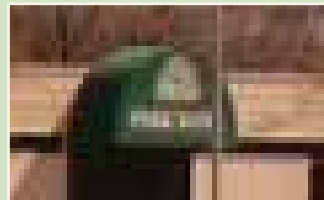
Neon (interior usage) Sign



Wall Sign



Monument Sign



Awning Sign



Projecting Sign

NOT PERMITTED



Pole Sign
Directly Illuminated Sign

NOT PERMITTED



Neon Sign
Roof Sign

BUILDING DESIGN

Scale & Articulation

INTENT: To establish a consistent theme along the district that provides visual interest and human scale.

BUILDING DESIGN



APPROPRIATE Examples above illustrate the Village's desired building scale and articulation.



APPROPRIATE The images above illustrate techniques used to vary the facade heights along a long facade.

Standards

1. Any building with a total width equal to or greater than its height shall utilize one or more of the following techniques:

- expression of structural bays,
- variation in roofline,
- variations in material, and/or
- variation in the building plane.

2. An accurately-measured elevation of each exposed building facade shall be submitted with the Design Standards Checklist.

Recommendations

A. A full two story building is encouraged (wherever feasible), especially in the Lakeview Village Area.

B. It is recommended that buildings establish a one-and-a-half story presence. This can be accomplished by increasing the overall height of the building, by raising a cornice above the roofline, or provide a pitched roof.

C. Varying the facade height along extensive blank facades is strongly encouraged.

D. All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.

E. New buildings should establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).

INTENT: To establish a consistent theme along the district that provides visual interest.

Standards (cont.)

1. A positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
2. Pitched roofs **shall** have a slope no less than 5:12.
3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings **shall** be submitted with the Design Standards Checklist.

Recommendations

A. Parapet walls with cornices are encouraged. Cosmetic “fake” parapets and facades, if used, should be designed three-dimensionally to hide their “fake” characteristics (as they usually lack depth).



The example above shows a raised parapet wall and cornice that extends back to give the perception of three-dimensional facade (desirable).

DISCOURAGED



The example on the right shows a “fake” parapet wall and cornice that is not three-dimensional (as it lacks depth).



A low-slope roof, which does not meet Standard 2.

Street-Level & Secondary Facades

INTENT: To provide visually pleasing facades that enliven the district.

BUILDING DESIGN



APPROPRIATE An example of street-level facade that is scaled to humans and provide visual interest.



APPROPRIATE An example of a well-defined base, body, and cap.



APPROPRIATE Example of a secondary facade continuing the design quality, material palette, and color palette of the primary facade. Note the change of material at an architectural element (protruding building plane).

Standards

1. A discernible “base” **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.
2. Each principle building **shall** have clearly defined, highly visible customer entrances featuring architectural elements such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.
3. An accurately-measured elevation of each exposed building facade **shall** be submitted with the Design Standards Checklist.

Recommendations

- A. The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.
- B. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.
- C. Secondary facades facing a public street (corner buildings) are encouraged to incorporate the same materials and design elements (proportions, scale, windows, doors, etc.). If a change of design or material is desired, make the transition at an architectural feature, such as column, structural bay articulation, protruding/receding building plane, etc.

Windows & Doors

INTENT: To enliven and activate the district.

Standards

1. *All areas, excluding Lakeview Village and Industrial Center*, facades within eighty (80) feet of a public street **shall** be comprised of at least thirty (30) percent clear glass measured from two (2) to ten (10) feet above grade.
2. *Lakeview Village Only*, commercial and mixed use facades within eighty (80) feet of a public street **shall** be comprised of at least fifty (50) percent clear glass measured from two (2) to ten (10) feet above grade.
3. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

Recommendations

- A. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the ground level.
- B. A minimum of two (2) feet is desired between the glass and any interior dividers to allow for product display.

NOT PERMITTED



Reflective or dark-tinted glass on front facade at the ground-level is discouraged.

52%



An existing building that meets the 50% clear glass on the ground-level threshold in the Lakeview Village area.

30%



The above example represents the requirements for all areas excluding Lakeview Village and Industrial Center areas; it is an example of a building that just meets the 30% clear glass on the ground-level threshold.

BUILDING DESIGN

Projections

INTENT: To reinforce the existing building character within the district.

Standards

1. Awnings/Canopies **shall** be at least three (3) feet in depth and the underside of the projection **shall** be at least eight (8) feet above the sidewalk.

Recommendations

A. Use of ground floor awnings and canopies are strongly encouraged.

B. Awning colors should relate to and complement the primary colors of the building facade.

C. Glowing awnings (backlit, light shows through the material) are discouraged. Preferred lighting methods include lighting fixtures directed down onto the awning or light fixtures beneath the awning directed towards the sidewalk.

D. Awnings using wood or shingle components are discouraged. Cloth, vinyl, and metal are the preferred awning materials.

BUILDING DESIGN



APPROPRIATE This image demonstrates Standard 1 requirements for awning



APPROPRIATE The example above and below shows light fixtures that illuminate the awning from above directed downward.



Colors & Materials

INTENT: To reinforce the existing character, and to provide for variety and visual interest.

Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, rough sawn wood, manufactured stone veneer, and polished stone.
4. **All areas, excluding Business Park and Industrial Center, metal panel/siding systems** and other panelized products are **prohibited** on facades that are visible from public street, and **shall not** cover more than twenty-five (25) percent on all other facades.
5. **Business Park Only**, vinyl siding, **metal panel/siding systems** and other panelized products **shall not** cover more than fifty (50) percent of facades facing a street and **shall not** cover more than seventy-five (75) percent of all other facades.
6. EIFS, metal panel/siding systems and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors/materials **shall** be submitted with the Checklist.

Recommendations

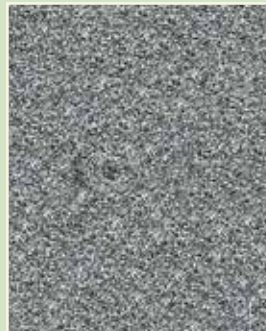
- A. Preferred exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- B. Where allowed, metal siding/panels are encouraged to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- C. **EIFS** is discouraged as a principle facade material.



APPROPRIATE

This example shows the continuation of the front facade's design and materials to the side street, terminating at a change in the building plane using a complementary stone material.

NOT PERMITTED prohibited materials (from left to right): aggregate material, smooth-faced CMU, manufactured stone veneer, and polished stone.



VILLAGE OF MCFARLAND

Redevelopment District #2

Design Standards
Handbook

DRAFT

McFarland VILLAGE OF
Naturally Connected



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CHECKLIST

Administration

Applicability

The Downtown Design Standards apply to all parcels in the Redevelopment District 2 Plan, excluding single-family lots; however these standards DO NOT require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage areas, etc.) must receive approval from the Community & Economic Development Director and/or designee based on these standards, even if a building permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

Design District Sub-Areas

The Design District is organized into two distinct zones: **Downtown Core** and **Transitional Area**. The Design Standards will apply to all properties within the District, unless a standard specifically states “**Downtown Core Only**”, or “**Transitional Area Only**”. The map at right and descriptions below explain each of these zones:

Downtown Core:

This zone includes properties south of Broadhead Street along Main Street to the railroad tracks, expands east to include properties fronting on Milwaukee Street and along Farwell Street from Taylor Road to Milwaukee Street. The intent of this zone is to ensure that new buildings and redevelopment of existing structures reinforce and complement the historic downtown core.

Transitional Area:

This zone is comprised of properties abutting Farwell Street just east of Spartan Drive to Taylor Street, and areas outside of the Downtown Core (along Wisconsin Street and Osborn Drive). The intent of this zone is to establish a more uniform approach to design that will reinforce an urban, pedestrian-friendly environment, while continuing to allow for flexibility in building design.

INTENT

The McFarland Downtown Design District is intended to encompass commercial, mixed use, industrial multi-family residential and civic properties in Redevelopment District #2. The District includes historic structures that should be preserved, and non-historic properties that are candidates for redevelopment. All building or site improvement activities must conform to the standards defined herein.

DESIGN OVERLAY DISTRICT MAP



Administration

WHAT IS THE DIFFERENCE BETWEEN A STANDARD AND RECOMMENDATION?

Required standards are located in the upper portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the lower portion of the each page. For privately-funded projects, the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the Village's Zoning Ordinance. For any project that includes Village funding assistance, the property owner/leaseholders may be required to meet the corresponding recommendations in addition to the standards.

ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on an applicant's ability to demonstrate one or more of the criteria listed below. The waiver application shall be made in writing, in a form deemed appropriate by the Community & Economic Development Director or designee.

A) the required design feature cannot be met on the site

B) the requirement would create undue hardship for the applicant as compared to other properties in the district

C) the intent of the standards can be successfully met with an alternative design

Presubmittal Information

Applicants should review this **Handbook**, the Village's **Zoning Ordinances** (Municipal Code: Chapter 62, and Village's Historic Preservation Ordinance (if applicable) at the beginning of the design process, and are encouraged to meet with the Community & Economic Development Director or designee to discuss the project.

The following items must be submitted for review, unless the Community & Economic Development Director or designee determines that they are not needed because the project is limited in scope:

- Site Plan Review Application (see the next page for more information)
- Design Standards Checklist (see the last section of this Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling, walkways, vehicle parking/circulation, landscaping, and lighting.

Site Design Process

If you need a Site Plan review for your project, you must fill out the checklist within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with digital plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and checklist should be submitted to the Village's Community & Economic Development Department, Village Municipal Center, 5915 Milwaukee St, McFarland, WI 53558.

The process for attaining a Site Design review is described on the next page. Approval of a Site Plan review shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

Administration

MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Building Inspector or designee shall respond to the submittal, either by issuing approval of the improvement(s) or providing an explanation of how the submittal does not meet the standards. If the site plan review is not issued, the applicant may either revise and resubmit the application, or present the proposal in person at a meeting of the Plan Commission, to be scheduled by the Community & Economic Development Director or designee. The Plan Commission will evaluate the proposed project per these Design Standards and will recommend to the Village's Community & Economic Development Director or designee to either approve, approve with conditions, or deny the application. If the application has been denied by the Plan Commission, the applicant can make an appeal to the Village's Board of Appeals (see the flow chart on the next page).

MAJOR PROJECT

Upon the filing of a complete application for a MAJOR project (see side bar for major work items), the Plan Commission shall approve the Site Plan application or deny it within thirty (30) days of the filing of the application, unless the time period is otherwise extended by agreement between the Plan Commission and the applicant.

The Plan Commission will evaluate the proposed project per these Design Standards and will recommend to the Village's Community & Economic Development Director or designee to either approve, approve with conditions, or deny the COA application. If the application has been denied by the Plan Commission, the can make an appeal to the Village's Board of Appeals (see flow chart on Page 6 for more information).

WHEN DO I NEED A SITE PLAN REVIEW?

A site plan review is not necessary for routine maintenance that does not change the material, color or form of the building. It is necessary when a change is being made to the exterior of a property in the Downtown Design Overlay District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of any exterior color or building material. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

WHAT IS CONSIDERED A MINOR PROJECT?

Minor work includes: sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning of historic structures, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; screening of parking lots and dumpsters or other work as designated minor by the Plan Commission.

WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction of garages; roof alterations and skylights; alterations to any side or elevation of the building (including addition of a super graphic); building additions; alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; erection or complete replacement of a sign; new construction; and relocation.

Process Flow Chart

ADMINISTRATION

yet to be
created

Terms

*The **TERMS** section defines special words or phrases used in this design handbook. These terms are “bolded and italicized” in the handbook.*

Awning	a retractable, rooflike cover, temporary in nature, which projects from the wall of a building.
Awning sign	a sign that is applied to the face of an awning that projects over a window or door opening.
Backlit sign	a sign illuminated from within
Base Panel	wall panel that fills the space between a storefront window and the foundation below (see traditional facade components)
Blade Sign	a special projecting sign attached to the building along the storefront frontage
Billboard sign (off-premise advertising sign)	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
Canopy	an architectural projection that provides weather protection, identity or decoration, and is supported by the building to which it is attached and a ground mounting, by one or more stanchions.
Canopy Sign	a sign that is applied to the face of an canopy structure that projects over a window or door opening.
Clear glass	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
EIFS (Exterior Insulation Finishing System)	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system

Terms

ADMINISTRATION

building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.

a unit of illumination produced on a surface

a building entrance that is unlocked during business hours and is designated for public use

a large door that opens either manually or by an electric motor to allow vehicles to park inside the building envelope.

the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

an improvement that has a special character or historic interest or value in showing the development, heritage or cultural characteristics of the Village, state or nation, which has been designated as an historic structure under Chapter 62 of the Code of Ordinances

any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.

the horizontal beam spanning an opening in an exterior wall

a permanent, roof-like structure projecting from a building.

a sign that is applied to the face of an marquee that generally projects over the entry to the building.

a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness.

Engineered Wood

Footcandle

Functional public entrance

Garage Door, Vehicle-access

Ground floor facade

Historic Structure

Internal Signage

Lintel

Marquee

Marquee Sign

Manufactured Stone Veneer
(Artificial Stones, Faux Stone, etc.)

Terms

Metal Siding/Panel, Corrugated

sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.

Metal Siding/Panel, Ribbed

a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.

Monument sign

a sign mounted or incorporated into a solid base and not attached to a building.

Parking lot

a structure or premises containing five or more parking spaces open to the public

Parking stall

the area designated for a single vehicle to park

Pedestal sign

a portable sign that is attached to pole support with a sturdy base, generally used for displaying a menu.

Pole sign

any free-standing sign mounted on a pole

Portable sign

a sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.

Projecting sign

a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.

Reverse Illumination

This type of lighting uses an external lighting source behind the individual letters that is reversed (facing backwards toward the wall) resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.

Roof Sign

any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.

ROW (Right-of-way)

land reserved for public use, including streets and sidewalks

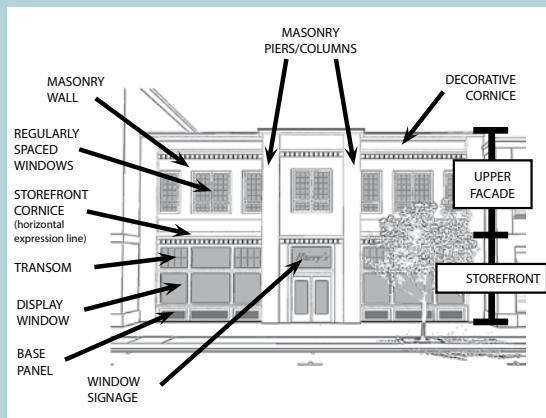
Terms

ADMINISTRATION

a pair of advertising boards connected to a frame that is foldable and portable

glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include transom window area (see Traditional Facade Component illustration)

a one-of-a-kind, hand-painted, hand-tiled or digitally printed image on the exterior wall of a building that does not contain any commercial message (i.e., advertises a business conducted, services rendered, or goods produced or sold).



a horizontal window above another window or door (see traditional facade components)

ratio of the maximum to minimum illuminance over the area (in footcandles)

a vehicle apparatus used for cooking operations and/or sales of goods (e.g., carts, kiosks, trucks, trailers, trikes, etc.).

a sign or individual mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

Sandwich Board

Storefront Display Window Area

Super Graphic

Traditional Facade Components

Transom

Uniformity Ratio

Vending Unit

Wall Sign

Window sign

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.

Standards

1. All exterior building and parking light fixtures **shall** be at least semi cut-off, if not full cut-off. Lights directed towards the sky are **prohibited**, excluding ground lighting directed towards the building.
2. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one-half (0.5) footcandle as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
3. Parking and security lighting poles **shall not** be taller than the maximum allowable building height allowed in the underlying zoning district for the property, or thirty-five (35) feet, whichever is less. For properties in or abutting a residential zoning district, the maximum allowable height shall be twenty-five (25) feet.
4. Exterior light fixtures **shall** be designed to complement the character/style of the building.
5. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

Recommendations

- A. Parking lots and pedestrian walkways **should** be illuminated uniformly and to the minimum level necessary to ensure safety. A **uniformity ratio** of no more than 15:1 (max:min footcandles) is **recommended** for pavement illuminance, to avoid excessively bright or dark areas.
- B. Exterior lighting **should** be energy efficient and should render colors as accurately as possible (i.e., white light rather than green or yellow light).
- C. **Preferred** light types include: LED, fluorescent, and high-pressure sodium.



APPROPRIATE Examples of full cutoff fixtures that minimize glare and light pollution



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.



APPROPRIATE Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.

SITE DESIGN

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

SITE DESIGN



ALLOWED Development #1 parking is in the rear yard (preferred), and Development #2 parking is one double-loaded aisle on the side of the building, which is allowed in the Transitional Area. A shared service driveway connects the two.



APPROPRIATE These images show a variety of ways to buffer parking areas from the public sidewalk. This provides both safety and comfort to pedestrians walking along the public street, as well as visual interest.



NOT PERMITTED The image on the right shows a prohibited condition where there is no buffer between the parking lot and sidewalk.

Standards

1. All parking areas **shall** be paved and parking areas of five (5) or more vehicles **shall** include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. **Downtown Core Only**, new off-street parking in front of the building is **prohibited**.
3. **Downtown Core Only**, side yard parking **shall not** be more than sixty-six (66) feet wide (necessary space needed for two rows of parking with a drive aisle).
4. **Transitional Area Only**, front and side yard parking **shall not** be more than one hundred and forty (140) feet wide (necessary space needed for two double-loaded parking aisles with a landscaped median between them).
5. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
6. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer **shall** be at least five (5) feet.
7. Parking spaces **shall** be separated by an island at the rate of one (1) curbed island or peninsula for each linear row of twelve (12) parking spaces for single row configurations, or for each twenty-four (24) parking spaces in double row configurations. All curbed islands shall have a minimum width of ten (10) feet.
8. Parking lots adjacent to residential properties (i.e., current residential use) **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with acceptable plantings/trees, a fence, or a mix of these options.

Parking Areas (cont.)

Recommendations

- A. Installation of one bike rack within each parking lot is encouraged. Bike racks should be designed to allow the frame to be locked directly to the rack.
- B. Shared parking lots are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
- C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.
- D. Whenever possible, parking areas should be placed in the rear yard.
- E. Use of a solid fence to screen parking areas without landscaping is discouraged.



APPROPRIATE The above parking lot design includes landscaped medians and islands that help to mitigate the negative visual impacts of parking and protects pedestrian movements on the site, meeting Standard 6 and 7.



APPROPRIATE Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.



APPROPRIATE

Left: examples of good bike racks that allow for u-shape lock to secure the frame to the rack.

Below: Discouraged bike rack that does not allow for a lock to secure the bike frame to the rack.



NOT RECOMMENDED

Storage & Service Areas

INTENT: To improve the appearance of the downtown area both along the public street and within municipal parking lots.

Standards

1. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.
2. Street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or fully screened so that they are not visible from a public street. Electrical service boxes are excluded from this requirement (see **Standard 3**).
3. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side or rear yard.
4. Dumpsters **shall** be fully screened, including the dumpster gate, so that they are not visible from a public street or adjacent properties. The screening shall consist of a solid fence constructed of masonry, plastic composite, or commercial-grade wood fencing materials and **shall** be between six (6) and eight (8) feet tall. The gate **shall** be oriented toward the interior of the site.
5. Permanent loading docks **shall not** be in the front yard. Any loading areas visible from the street, or facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
6. Outdoor storage of products, materials, or equipment is **prohibited** in the front yard. Short-term display items or items that are available for purchase by customers are exempt from this standard.

Recommendations

- A. Trash and recycling, including dumpsters and carts, are **encouraged** to be screened from view from parking areas, as well as the public streets.
- B. Shared garbage and recycling facilities are **encouraged**, where practical, as a means to meet screening requirements and preserve access needs.

SITE DESIGN



APPROPRIATE Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick/concrete wall with landscaping (lower images).



ALLOWED



NOT PERMITTED

Dumpsters are required to be fully screened on all sides, which includes the gate doors. The images on the left illustrate an allowed condition (above) and a prohibited condition (below).



APPROPRIATE The building facade screens the rooftop mechanical from ground view.

Landscaping

INTENT: To highlight and protect pedestrian routes, improve the appearance of the parking areas, and reduce the negative ecological impacts created by parking lots and buildings.

Standards

1. All signs **shall** conform to the landscaping design requirements in the Village's Zoning Ordinance (Appendix B).
2. Plantings and low fences located between parking areas and the public street **shall** not obscure vision between three (3) and eight (8) feet above ground. Trees and bushes that would naturally obscure this zone at maturity shall not be used.
3. All parking lot islands **shall** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.
4. One (1) canopy tree **shall** be planted on the property for every fifty (50) feet of linear street frontage (round decimals up). It **shall** be placed along the street frontage, between parking and the property line, and/or within parking islands

Recommendations

- A. Indigenous plants with low water and pesticide needs are encouraged.
- B. All parking lot islands should be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.



APPROPRIATE

A landscaping buffer shall not obscure the vision between 3 and 8 feet from grade for pedestrian safety.



APPROPRIATE The below images show parking areas that are sufficient landscaped. From top down: landscaping within 10 feet of the parking area, within parking islands, and within a parking median.



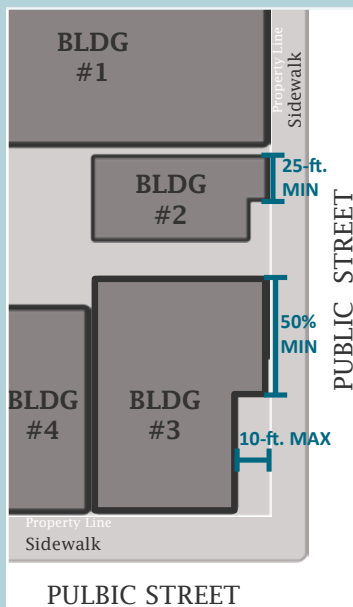
Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Main Street).

SITE DESIGN

APPROPRIATE

A small building (like bldg #2) has to have at least 25 feet of the facade at the property line (even if this totals more than 25% of the building); however, a larger building (like bldg #3) has to have at least 50% of the building at the property line (even though this will total more than 25 feet).



APPROPRIATE Portion of the building is set back from the street, allowing room for a larger pedestrian zone.



RECOMMENDED

The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

Standards

1. ***Downtown Core Only***, primary structures shall be built to the front property line, except a portion of the building may be set back further, per the following limitations:

- The space created shall provide an outdoor seating area, a hardscape plaza, or similar accessible pedestrian space, AND
- Fifty (50) percent, or minimum of twenty-five (25) feet, of the building width shall be built to the front property line, AND
- The maximum setback shall be ten (10) feet.

2. ***Transitional Area Only***, primary structures shall be built between ten (10) feet to twenty-five (25) feet of the front property line. See Recommendation “B” for more information.

3. A minimum of one functional building entrance shall be provided along the building facade facing the street. Buildings that face multiple streets shall provide an entrance facing the more prominent of the two streets.

Recommendations

A. Building setback should be consistent along Main Street to continue the existing “street wall” appearance. A small break in the “street wall” is allowed, but loss of significant street frontage can be damaging to the overall feel/look of the downtown and is discouraged.

B. ***Transitional Area Only***, mixed use and commercial buildings are encouraged to have the primary structure no further than fifteen (15) feet from the front property line.

C. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.

INTENT: To reinforce the existing building character within the downtown area.

Standards

1. Signage on projections **shall** meet the requirements under Signage Design section (p.XX-XX) within this Design Standards Handbook.
2. Projections (balconies, bay windows, canopies, etc.) **shall not** extend more than five (5) feet beyond the property line at the sidewalk, except awnings, which may extend to within three (3) feet of the street curb.
3. Canopies and marquees using wood or shingle components are **prohibited**.
4. Canopies and marquees **shall** have a minimum clearance height of ten (10) feet above the sidewalk grade to allow for blade signage underneath that maintains eight (8) feet vertical clearance.
5. Awnings **shall not** be made of shiny materials or have a shiny finish.
6. Awnings **shall** be at least three (3) feet in depth and the underside of the projection **shall** be at least eight (8) feet above the sidewalk.
7. Glowing **awnings** (*backlit*, light shows through the material) are **prohibited**.
8. **Downtown Core Only**, awnings **shall** be mounted below the horizontal expression line that defines the ground floor.

Recommendations

- A. If a building has **transom** windows, the **awning** should be mounted below those windows.
- B. The **preferred** material for **awnings** and canopies is fire resistant, textile material. Vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials. Metal and glass may be appropriate in the Transitional Area.



APPROPRIATE Awnings should give protection to pedestrians, as well as shade interior spaces. Above restrictions meet Standard 6.



APPROPRIATE The above image illustrates the preferred awning type and placement - it is made of textile fabric with the traditional shed profile, has a hanging skirt valance, and sits below the transom windows.



NOT PERMITTED Awnings may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

Scale, Articulation & Roofline

INTENT: To reinforce the existing character of downtown area, and to provide variety and visual interest.

Standards

1. New buildings **shall** be at least eighteen (18) feet in height from grade to the top of the parapet or midpoint of a pitched roof.
2. Any building over three (3) stories **shall** set back the upper stories from the lower floors. This technique could be utilized for buildings over two stories as well.
3. **Downtown Core Only**, building height **shall not** be more than one (1) story taller than buildings adjacent to the lot on the same side of the street.
4. **Downtown Core Only**, new buildings **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).
5. Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques:
 - expression of structural bays,
 - variations in material, and/or
 - variation in the building plane.
6. **Downtown Core Only**, all new buildings **shall** utilize details or changes in materials to create a discernible base, middle and top. A discernible “base” **shall** be at least two (2) feet in height, but may include the entire first floor.
7. **Downtown Core Only**, new buildings **shall** utilize a horizontal expression line that projects at least two (2) inches, articulating the transition between the first floor and upper floors.
8. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
9. Street-facing building facades over hundred (100) feet in length **shall** have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.

(continued on the next page)

BUILDING DESIGN



APPROPRIATE
This buildings using material and building plane variation to produce a vertically-proportioned building that mitigates the length of buildings.



APPROPRIATE
Setting the upper story back from the primary facade helps to mitigate its impact on the District.



APPROPRIATE The above example illustrates the desired historic storefront base with a decorative cornice top with the horizontal expression line defining the middle of the building between the first and upper floors.



APPROPRIATE
This example illustrates techniques used to vary the facade heights along a long facade.

Scale, Articulation & Roofline (cont.)

Standards (cont.)

10. **Downtown Core Only**, a flat, pitched roof with parapet to the street or mansard roof system **shall** be used, unless an adjacent building on the same side of the street utilizes a pitched roof system.

11. Pitched roofs **shall** have a slope no less than 5:12.

12. An accurately-measured elevation of each exposed building facade, including roofline, **shall** be submitted with the Design Standards Checklist. The elevations **shall** include for reference purposes any adjacent buildings, including the roof profile, window configuration and any other important architectural features.

Recommendations

A. A full two story building is **encouraged**, wherever feasible.

B. New buildings **should** incorporate horizontal expression lines from existing buildings within the same block, whenever practical.

C. Flat roof system with parapet wall is **preferred** for the **Downtown Core**.

D. Unique and decorative cornice designs are **encouraged** to generate character and building identity.

E. The base of the building **should** include elements that relate to the human scale. These **should** include doors, windows, texture, projections, awnings, ornamentation, etc.

F. All building faces **should** use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

APPROPRIATE Alternative roof systems that are allowable in parts of downtown area, depending on their location.



MANSARD ROOF (with dormers)



PITCHED ROOF W/ PARAPET



PITCHED ROOF W/ GABLE



FLAT ROOF W/ CORNICE

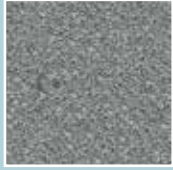


NOT PERMITTED A low-slope roof, which does not meet Standard 11.

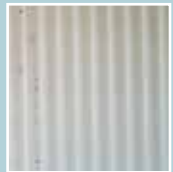
Colors & Materials

INTENT: To reinforce the existing character, and to provide for variety and visual interest.

BUILDING DESIGN



NOT PERMITTED (from top left to bottom right): aggregate material, vinyl siding, manufactured stone veneer, and polished stone.



NOT PERMITTED The above materials are not permitted as the primary building material on facades facing Main Street, cross streets of Main Street (from left to right): corrugated metal, ribbed metal and other panelized metal products.



NOT PERMITTED



Use of metal products as an accent material above the base of the building is allowed; however, use As a facade material over 50% of the street-facing is prohibited.

Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, rough sawn wood, manufactured stone veneer, and polished stone.
4. **Downtown Core Only**, **metal panel/siding systems** and other panelized products are **prohibited** on facades that are visible from Main Street (i.e., Main Street facades and corner facades), and **shall not** cover more than twenty-five (25) percent on all other facades.
5. **Transitional Area only**, vinyl siding, **metal panel/siding systems** and other panelized products **shall not** cover more than fifty (50) percent of facades facing a street and **shall not** cover more than seventy-five (75) percent of all other facades.
6. EIFS, metal panel/siding systems and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors/materials **shall** be submitted with the Checklist.

Recommendations

- A. **Preferred** exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- B. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- C. **EIFS** is **discouraged** as a principle facade material.

Windows, Doors, & Garages

INTENT: To enliven and activate the street, and to reinforce the existing building character within the downtown area.

Standards

1. Ground-level facades facing a public street **shall** be comprised of at least twenty-five (25) percent clear glass (up to ten (10) feet above street grade), except for Main Street facing facades in the downtown core (see **Standard 2**).
2. **Downtown Core Only**, ground-level facades facing Main Street **shall** be comprised of at least thirty-five (35) percent clear glass (up to ten (10) feet above sidewalk grade).
3. New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
4. **Downtown Core Only**, new garage doors facing Main Street are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).
5. Where allowed, new **vehicle-access garage doors** facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:
 - set back the garage bays from the primary facade a minimum of four (4) feet,
 - set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
 - screening garage doors from the street.
6. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

Recommendations

- A. Retaining (or uncovering) pre-existing window openings is **encouraged**.
- B. The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.



APPROPRIATE Clear glass on the ground floor provides visual interest. The above example illustrates the minimum clear glass threshold required along Main Street in the downtown core.



ALLOWED Use of a garage door or accordion-style door is allowed on Main Street in the Downtown Core area only if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.



APPROPRIATE The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade.

Sign Design, Installation & Lighting

INTENT: Signage reinforces business brand and identity. It can also strengthen or detract from McFarland's unique downtown character.

SIGNAGE DESIGN



APPROPRIATE The supports to this projecting sign is through the masonry mortar joint, which can be repaired if this sign is removed.



APPROPRIATE This sign is illuminated by an external light source above the sign that is shielded and directed towards the sign, which mitigates light pollution and glare.



NOT PERMITTED This wall sign covers up the second-story window sill and the first floor cornice and it extends beyond the corners of the facade walls.



ALLOWED The above signs (reverse "halo" illumination (above) and pushed thru letters w/ opaque background (lower) is allowed, but discouraged for historic structures.

Standards

1. Signs **shall** be placed to fit in with the building's overall architectural composition and **shall not** significantly obscure the building's architectural features (e.g., lintel, horizontal expression line, cornice, etc.), especially on historic facades.
2. Placement of signs and mounting system **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. Signage on masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself, if possible.
4. **Downtown Core only.** If a historic sign board area exists above the **transom** windows, the primary **wall sign shall** fit within this space and **shall not** extend above, below, or beyond the edges of the signboard area.
5. **Awnings shall not** be internally illuminated.
6. Exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on roadways, adjacent properties and the sky.
7. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
8. Highly reflective material **shall not** be used, as it is often difficult to read.

Recommendations

A. Existing sign mounting brackets, studs or holes **should** be reused for new signage, whenever feasible.

B. Wall, projecting and **canopy** signage are **strongly encouraged** to be externally illuminated.

C. **Reverse illumination** (halo effect channel letters) is **discouraged** for signage on historic structures.

G. **For multi-tenant buildings**, sign colors of individual tenant signs **should** be compatible with each other.

Sign Type Usage

INTENT: To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Standards

1. All signs **shall** conform to the requirements of the Village's Sign Ordinance (ARTICLE 8-XI SIGN AND BILLBOARD REGULATIONS) and a sign permit **shall** be acquired.
2. **Prohibited** sign types: roof-mounted, pole, external neon cabinet/canister, billboard and canopy in public right-of-way.
3. Ground signs, if used, **shall** utilize monument-style design.
4. **Downtown Core Only**, ground signs **shall** extend no higher than five (5) feet above the mean street grade. **Transitional Area Only**, ground signs **shall** extend no higher than eight (8) feet above the mean street grade.
5. Signage on an **Awning, Marquee** and **Canopy** **shall not** cover more than seventy-five (75) percent of the front valance, flat profile, and/or roof.
6. A LED changeable messaging sign may be incorporated in a **monument sign**, but **shall not** make up more than thirty (30) percent of the sign area, inclusive of the base area.

Recommendations

- A. **Preferred** sign types include: wall-mounted, window, projecting, blade and awning.
- B. Signage, excluding product display, are **encouraged** to not cover more than twenty-five (25) percent of each **storefront display window/door area**.
- C. **Projecting signs** are **encouraged** to have a visible mounting bracket that projects over or under the sign.
- D. Horizontally-oriented and centered **wall signs** are **encouraged**.
- E. Monument-style ground signs are **encouraged** to have high-quality durable base material, such as brick, stone or cast-in-place concrete, with satisfactory landscaping around the base.



Window Sign



Monument Sign



Awning Sign



Projecting Sign



Wall Signs (individual letters (left) or with sign backing (right))



Marquee Sign



Canopy Sign



Pole Sign

Historic Cleaning & Restoration

INTENT: To promote the appropriate preservation and restoration of existing architectural features in downtown McFarland.

RESTORATION & PRESERVATION



NOT PERMITTED
Sandblasting can be very destructive to historic masonry, as shown above.



ALLOWED Chemical / Softblast Cleaning



APPROPRIATE The before and after images show a restoration project that revealed the original brick and architectural details.

If the property has been designated as a historic site, has a historic structure and/or resides in a historic district, the Historic Preservation Ordinance shall apply and whichever standard is most restrictive shall be met.

Standards

1. Chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting, are **prohibited**.
2. If necessary, surface cleaning **shall** use the gentlest means possible. Surface cleaning tests **shall** be conducted to determine the most appropriate cleaning method.
3. New mortar **shall** match the original brick and mortar joint profile, including width and depth. Mortar **shall** duplicate the original in color, texture and strength.
4. Infilling existing historic **base panels** with **concrete block** is **prohibited** (unless it matches the primary facade material). Brick, if used to infill a historic **base panel**, **shall** match the building as closely as possible in size, color, and texture.
5. Masonry on **historic structures** **shall not** be painted, or stuccoed, if it has not been painted historically.
6. Existing entry openings on **historic structures** **shall** be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they **shall** be placed at regular intervals and should be of similar proportions as the original entry.
7. Existing window openings on facades facing a public street **shall** be retained.
8. Original or historic features, including columns, bulkheads, **transoms** and moldings, **shall** be retained, if possible.
9. Inappropriate past additions to buildings **shall** be considered for removal. Elements such as siding, signs, wood filler in window openings, stucco, or exterior siding materials are some materials that **shall** be considered for removal in renovation.

Recommendations

- A. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).
- B. If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- C. Building owners are encouraged to use a “historic” color for the primary facade color of historic structures. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish “historic color” sample charts which are available at paint dealers.
- D. Previously obscured design details should be revealed and restored, whenever feasible.
- E. Building owners are encouraged to remove materials which cover the **transom**. If the ceiling inside has been lowered behind the **transom**, it is recommended that the ceiling be raised for a few feet behind the **transom**.
- F. If the original **base panel** is in poor condition or is missing, building owners are encouraged to reconstruct it with materials consistent with the size and design of the original panels.
- G. Retaining existing window openings on historic structures is encouraged on all building facades.
- H. Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.
- I. Artificial stone, brick veneer, or vinyl / aluminum products applied over masonry surfaces is discouraged.
- J. Architectural details should not be obscured or covered up by siding, **awnings** or signage.

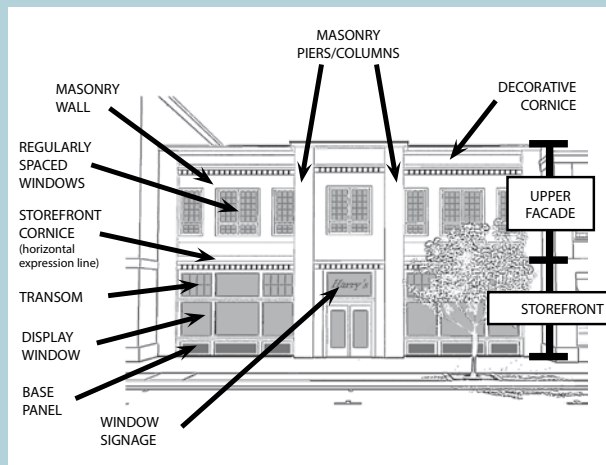


Illustration showing the traditional facade components of a downtown storefront building.



APPROPRIATE An example of a reconstructed architectural pediment.



NOT RECOMMENDED Filling of window openings with wood, brick, or any other materials is discouraged.

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Checklist

Instructions

If a section of these standards does not apply to the proposed project (e.g. *parking standards for a facade renovation project*) the entire section can be skipped by checking the “does not apply” box ☐ NA . If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out ☐ for any that do not apply.

In addition to this checklist, a site plan shall be submitted, including (as applicable):

- ☐ Trash and recycling containers
- ☐ Pedestrian pathways
- ☐ Parking and circulation
- ☐ Landscaping
- ☐ Stormwater management features
- ☐ Lighting

Applicant

Staff / ZA

LRPC

Design Standards Checklist

SIGNAGE DESIGN

Sign Type Usage Standards

☐ NA

Comments (office use only):

1. All signs conform to the sign design and maintenance requirements in the City’s Zoning Ordinance, -AND- have applied/acquired sign permit

2. The project does not include following sign types: roof-mounted, pole, external neon cabinet/canister, billboard, -AND- there is no canopy in the public right-of-way.

3. All ground signs, if any, utilize monument-style display.

4. Ground signs do not extend higher than the mean street grade following the restriction shown below.

- ☐ **Downtown Core** Only: 5 feet
- ☐ **Transitional Area** Only: 8 feet

5. Signage on awnings, marquees and canopies is > 75% of the front valance, flat profile, and/or roof. - AND - no signage is placed on the side of the structure.

6. LED changeable messaging sign incorporated in monument sign does not comprise > 30% of the sign area, inclusive of the base area.

7. Signage is > 25% of each storefront display window/door area, excluding product display.

Update