

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, October 26, 2023

Time: **5:30 pm**

Place: **440 River Crest Ct., Mukwonago, WI 53149**

1. Call To Order

2. Roll Call

3. Public Comment

The Public Comment Session shall last no longer than fifteen (15) minutes and individual presentations are limited to three (3) minutes per speaker. These time limits may be extended at the discretion of the Chief Presiding Officer. The Village Board may have limited discussion on the information received, however, no action will be taken on issues raised during the Public Comment Session unless they are otherwise on the Agenda for that meeting. Public comments should be addressed to the Village Board as a body. Presentations shall not deal in personalities personal attacks on members of the Village Board, the applicant for any project or Village employees. Comments, questions and concerns should be presented in a respectful professional manner. Any questions to an individual member of the Commission or Staff will be deemed out of order by the Presiding Officer.

4. Approval of Minutes

- 4.1 Approval of minutes from September 28, 2023 meeting.
[2023-09-28 DDC Minutes Draft.docx](#)

5. New Business

- 5.1 Wayfinding Sign Timeline Update - Downtown is slated for 2026
[2106.02 Village of Mukwonago Construction Documents REV.pdf](#)
- 5.2 Bench Design Update - Scott Reeves
- 5.3 Street Scaping Status - Eliza Pautz
- 5.4 Review Draft Sign Code and Zoning Code District Uses - Erin Scharf
[Sign Code - WORKING DRAFT.pdf](#)
[District Tables For staff review 10-12-2023.pdf](#)
- 5.5 Review Templates for Design Guideline - Work on Creating Village Guidelines Draft
[DesignGuidelines - Template Village in NY .pdf](#)
[Design-Guidelines Beloit.pdf](#)
- 5.6 Review Downtown Strategic Plan - Create List of Action Items
[Mukwonago Downtown Strategic Plan - STATUS REPORT - 04272023.pdf](#)
- 5.7 Discuss Meeting Date/Time for November due to Holiday.

6. Adjourn

Membership:

Trustee Scott Reeves, Jason Wamser, Eliza Pautz, David Stockwell, Ray Goodden, James Pauer, Tina Chitwood, Village Planner and/or Village Administrator.

Vacancy: Non Voting Member, Alternate Non-Voting Member, Alternate Voting Member

It is possible that a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Municipal Clerk's Office, (262) 363-6420.

Village of Mukwonago

MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING

Thursday, September 28, 2023

Time: 5:30 pm

Place: Mukwonago Village Hall, 440 River Crest Ct., Mukwonago, WI

1. **Call To Order:** Meeting called to order by Chairman Reeves at 5:30 p.m.
2. **Roll Call:** Members Present: Trustee Scott Reeves, Jason Wamser, Eliza Pautz, David Stockwell, and Tina Chitwood
Members Excused: Ray Gooden, James Pauer
Others Present: Village Planner/Zoning Administrator Erin Scharf
Citizen attendee: none
3. **Public Comment:** None
4. **Approval of Minutes:** Motion by Chitwood, Seconded by Pautz to approve the minutes of 5/25/23. Carried Unanimously
5. **Old Business**
 - 5.1 Review DDC Flyer – Pautz presented the flyer. Committee discussed changes to simplify the language.
 - 5.2 Review Downtown Guidelines – Scharf presented different ideas. Committee collaborated on different guideline templates and decided to go with the outline for Beloit.

Requests for next meeting:
 - Working session to work on template.
 - Street Scaping Status – Eliza to Check
 - Wayfinding Sign Update – Erin to Check Status
 - Bench Design – Scott to ask Ron
 - List of Priority items aligned with Strategic Plan.
 - Review Draft Sign Code - if ready.
 - Review Draft Village Center District Regs – if ready.
 - 5.3 Thank you to Thomas Greenhouse for changing out planted to fall flowers – Trustee Reeves requested a motion to provide Thomas Greenhouse Staff with a Pizza Party.

Motion by Wamser, Seconded by Chitwood to approve \$200 Pizza Party for the Thomas Greenhouse Staff as a Thank You. Carried Unanimously.
6. **Adjourn:** Trustee Reeves adjourned the meeting at 6:33 p.m.



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03-24-2022

CONSTRUCTION DOCUMENTS

Village of
Mukwano
Where Life, Leisure and Business Thrive

2106.02 /// Brand Signage + Wayfinding /// Construction Documents

SPECIFICATIONS

1.0 General

1.1 Related Documents

Design Intent Drawings: These drawings/specifications are for the sole purpose of visual design intent only and not intended for construction purposes.

- A. The Sign Contractor is responsible for engineering, layouts, construction technique, materials and installation.
- B. The Project Owner, Contract Owner and/or Designer shall review the shop drawings only for conformance with general design intent, and will in no way be responsible or liable for any results of construction from working drawings, materials selection, shop drawings, engineering contract documents or other agreements other than agreement with the Owner and Designer authorizing these documents.
- C. Sign Contractor shall verify and be responsible for all dimensions and conditions shown in the **Design Intent Documents**. If dimensions are missing or are unclear consult the Designer for direction. The Designer must review shop details prior to fabrication.

1.2 Performance Specifications Introduction

The purpose of this document is to serve as a reference which identifies materials, construction specifications, and quality controls, as well as signage contractor’s responsibilities and obligations.

2.0 Definition of Terms

2.1 Documents

Refers to the drawings and specifications, including all addendum and modifications incorporated therein for their execution. When applicable, additional appendages provided by Owner and/or Designer shall become part of the documents.

2.2 Project Owner / Contact

Ron Bittner - Public Works Director
440 River Crest Ct
Mukwonago, WI 53149
Phone: 262.363.6447
Email rbittner@villageofmukwonago.com

2.3 Designer / Contact

KMA Design – 104 Broadway Street, Carnegie, PA 15106
412.429.4071 – www.thekmagroup.com
Jeremy Detwiler – Project Manager

2.4 Signage Contractor/Fabricator

Refers to the group(s), firm(s), or corporation(s) designated in an Agreement with the Owner, and shall apply to any such group(s) under contractual obligation to perform any fabrication, installation, finishing, printing or other work related to signs and graphics, as referred in this document.

2.5 Work

As employed herein, includes any materials, equipment, construction, labor, installation, service or maintenance, and warranties required to complete the fabrication prescribed in these specifications and contract documents. This shall include, but is not limited to, all of the sign types shown in the drawings.

2.6 Addendum

Covering changes, corrections, and special interpretations of the drawings and specifications; shall become part of the documents.

2.7 Substitutions

When one or more than one product is specified and the signage contractor wishes to offer a substitute product, which will completely accomplish the purpose of the contract documents, see section 6.0 for the conditions governing all substitutions.

2.8 NIC

Refers to work not included in this contract.

2.9 Final Completion

The date when the Owner finds the entire work as described in the contract documents acceptable and fully performed, as written in the final certificate of payment.

3.0 General Conditions

3.1 Quality Assurance

The Signage Contractor shall be responsible for the quality of materials and workmanship required for execution of this contract including the materials and workmanship of any firms or individuals who act as sub-contractors. It is intended that the work described in these documents be of sound, quality construction. The Signage Contractor shall be solely responsible for the inclusion of adequate amounts to cover installation of all items indicated, described and/or implied.

3.2 Commencement

The work described in these documents shall only begin when a Owner-authorized, written contract or notice to proceed has been issued to the Signage Contractor with instructions to proceed, provided other requirements havebeen met.

3.3 Contract Administration

Reviewing the quality and progress of the work and submittals received from the Signage Contractor, the Owner has no responsibility to assist the Signage Contractor in the supervision or performance of work. No action by the Owner shall in any way relieve the Signage Contractor from the responsibility for the performance of the work in accordance to the contract documents, or give rise to any negligence or other action against the Owner or anyone acting for their behalf.

Signage Contractor shall allow Owner or an authorized representative (Designer) access to his plan, excluding such areas or processes judged by the Sign Contractor to be proprietary in nature for the purpose of inspecting production techniques, materials, or other items related to the manufacturing of which the Owner is committed, or which may be contemplated.

Upon notification from the Signage Contractor that the work is complete, the Owner or authorized representative (Designer) will inspect the final installation for compliance with all approved documents.

3.4 Bidding Process

- a. All Bidder’s are required to complete the Bid Worksheet included as part of this package.
- b. Incomplete Bid Worksheets may be cause for rejection of the bid.
- c. The Owner shall have the right to reject any or all bids, parts of such bid, and reserves the right to waive any informalities in the bid.
- d. In addition to bid price, the Owner reserves the right to consider all elements entering into the question of determining the responsibility of the Bidder. Any bid which is incomplete, conditional, obscure, contains additions not called for, or irregularities of any kind, may be cause for rejection of the bid.
- e. Bidders must present evidence to the Owner, when required by them to do so, to show they are fully competent and have the necessary source of supply, facilities and pecuniary resources to fulfill the conditions of the contract and specifications.
- f. RFI Process: All Requests for Information (RFI) must be submitted in writing via email to the following distribution list: Ron Bittner - Public Works Director - Email rbittner@villageofmukwonago.com ; Responses to RFIs will be via email to all Bidders.

3.5 Artwork

The Signage Contractor will produce all artwork for all graphics, symbols and lettering, and will submit to the Designer for review prior to fabrication. Artwork for specific items and logos, as noted on the drawing documents, shall be provided electronically by the Designer. All other artwork, as well as final artwork for final fabrication (including reproducible film positives) is to be provided by the Signage Contractor.

3.6 Other

Field dimensions shall be taken by the Signage Contractor prior to preparation of shop drawings and fabrication where possible. Time shall be allowed for trimming and fitting wherever the taking of field measurements before fabrication might delay work.

All supplementary parts necessary to complete each item shall be furnished by the Signage Contractor, even though

such parts are not definitely shown or specified. All anchors and other fasteners for securing work shall be included.

4.0 Signage Contractor Responsibilities

4.1 Design Responsibility

The graphic design requirements shown by the details on the sign type drawing documents are for design intent only and intended to establish basic dimensions of units or modules, profiles and sight lines of members, and appearance. Within these limitations, the Signage Contractor is responsible for fabrication of the entire system, and to make whatever modifications of and additions to the details as may be required. The visual design concept shall be maintained as shown, including members sizes, profiles and alignment of components as accurately as possible. The Signage Contractor shall supplement the general design shown with detailed shop drawings for the Owner’s approval. The shop drawings shall include major aspects of the system proposed, such as sections, shapes and connections of components and joints, how temperature movement is handled, venting, and anchorage to structure.

4.2 Statement of Application

The Signage Contractor, by commencing the work of the project, assumes overall responsibility, as part of his warranty of the work, to assure that all assembled components and parts shown that are required within the work of this project comply with the contract documents. The sign contractor shall fully warrant:

That all components specified, or required, to satisfactorily complete the installation, are compatible with each other and with the conditions of installed and expected use.

The overall effective integration and correctness of individual parts and the whole system.

Compatibility with adjoining substrate, materials and other work by other trades.

There shall be no premature material failure due to improper design of fabrication of the system. All materials are to fully perform to their normal life expectancy.

4.3 Statement of Execution

The Signage Contractor shall be responsible for all work done under this contract, including:

- a. Faulty or improper work of sub-contractor(s) and others under him by contract or otherwise.
- b. Diligent execution of work and giving personal attention and supervision to the same until complete.
- c. All delays caused by neglect on the part of the Sign Contractor or those under him by contract or otherwise.
- d. Compliance with all laws, ordinances and regulations bearing on the conduct of the work as drawn and specified.
- e. Obtaining, at the Sign Contractor’s own cost, sign/construction permits, inspection certificates which may be required of the by local authorities, or any other governing body. The Signage Contractor shall procure and pay for all permits, licenses and approvals necessary for the execution of the work.

4.4 Submittals

By the approval and submission of shop drawings and samples, the Signage Contractor thereby represents that he has determined and verified all field measurements, including heights, field construction criteria, materials, catalogue numbers and similar data or will do so, and that he has checked and coordinated each shop drawing and sample with the requirements of the work and the contract documents. Refer to Section 5.0 for list of required submittals.

4.5 Special Instructions

Signage contractor shall halt the graphics work when notified of a proposed change, or unsatisfactory results are anticipated. Signage contractor shall notify the Owner or authorized representative immediately and proceed only after receiving additional instructions from the Owner or authorized representative.

4.6 Protection and Handling of Products

Signage contractor shall store all graphic items under cover and off ground; handle in such manner as to protect surfaces and to prevent damage during storage, transport, installation and throughout remaining construction; protect exposed finishes by covering with adhesive paper or other suitable covering where adhesive is not appropriate for finish material; and apply covering prior to shipment from the fabricator or finishing shop. The covering shall not adversely affect finish. Signage contractor shall remove protective coverings when there is no longer any potential for damage to the graphics work from other work yet to be performed.

4.7 Shipping and Transportation

Signage Contractor will be responsible for proper shipping and transportation of all signage to the job site and will specify whether it will be common carrier or their own trucks. Signage Contractor will be liable for all damage incurred during shipping and loss of time in the installation schedule.

4.8 Storage of Equipment

Space for storage of material prior to installation will be designated by the Owner. The Signage Contractor must give advance notice of deliveries and space requirements so the proper provision may be made. If deliveries are to be made to the premise at times other than normal working hours, the Signage Contractor will be required to reimburse Owner for any overtime costs incurred by Owner.

4.9 Warranty

- a. Upon final completion, the Signage Contractor will warrant all work and materials to be fully complete and in accordance with the contract documents and the agreement between Owner and Signage Contractor, and requirements appertaining thereto; that all work and materials are free from any and all defects and imperfections, and fully meet the manufacturer’s published performance criteria for use and purposes for which each and every part is specified.

- b. The Signage Contractor also agrees that, should any defect develop or appear, which the Owner finds was not caused by improper use, the Signage Contractor shall promptly, upon demand, fully correct, substitute and make good any such defective material without cost to the Owner and will save the Owner harmless against any claim, demand, loss or damage by reason of any breach of this warranty.
- c. The period of this warranty shall commence on the date on which the Owner determines the Signage Contractor has met all Final Completion requirements. The period of said warranty shall last sixty (60) months unless otherwise specified.
- d. The special warranty specified in this Article shall not deprive the Owner of other rights the Owner may have under other provisions of the Contract Documents and shall be in addition to, and run concurrent with, other warranties made by the contractor under requirements of the Contract Documents.
- e. Special Warranty: Manufacturer’s standard form in which manufacturer agrees to repair or replace components of signs that fail in materials or workmanship within specified warranty period.
- f. Failures include, but are not limited to, the following:
 - 1. Deterioration of polymer/acrylic finishes beyond normal weathering.
 - 2. Structural failures.
 - 3. Noise or vibration caused by thermal movements.
 - 4. Failure of system to meet performance requirements.
 - 5. Failure of operating components to function normally.

4.10 Signage Contractor Responsibilities

The period of this warranty shall commence on the date on which the Owner determines the Signage Contractor has met all Final Completion requirements. The period of said warranty shall last twelve (12) months unless otherwise specified.

5.0 Submittals

All submittals and shop drawings are to be delivered to the Designer for distribution.

5.1 Schedule

A detailed graphic schedule by phases of production and installation is to be submitted by the Sign Contractor within five (5) business days of signing of contract with the Owner.

5.2 Samples

- a. The Sign Contractor shall submit (3) 4”x 4” samples of each color and finish of exposed materials, accessories and exposed fasteners, or final material substrate to be used in the project.
- b. The Sign Contractor shall submit (1) full size sample of each pattern.

5.3 Shop Drawings

The Sign Contractor shall submit (1) one copy of electronic shop drawings in 11” x 17” format for the manufacturing, fabrication and erection of signs and graphic work at large scale, which shall show joints, anchorage, accessory items, and finishes. Shop drawings shall include accurately scaled masonry details, including finished sizes of brick, stone, mortar joints and foundations. Shop drawings shall be completed within 2 weeks the following the notice to proceed.

- a. Acceptance of shop drawings does not in any way change the construction documents. Construction documents may only be changed in writing.
- b. The Signage Contractor is responsible for reviewing shop drawings for conformance with the design intent documents and notifying, in writing, the Owner, of any variation from the documents.
- c. Changes to the shop drawings are to be made by the Signage Contractor as directed by the Designer and/or Owner. The Sign Contractor will receive 1 week for changes/updates as directed by the Designer and/or Owner.

5.4 Manufacturer’s Data

Signage Contractor shall submit (1) copy of the manufacturer’s printed specifications, anchorage details and installation, and maintenance instructions for all products to be used in the fabrication of signs and graphics work.

6.0 Substitutions

6.1 Any substitution requested will be considered under these cases:

- a. When specified product is not available.
- b. When certain product or process is specified, a warranty of performance is required, and, in the judgment of the Signage Contractor, the specified product or process will not produce the desired results.
- c. When such substitutions is in the best interest of the Owner.

6.2 Requests for substitutions of products, materials or processes other than those specified will be accompanied by the evidence that the proposed substitution:

- a. Is equal in quality and serviceability to the specified item;
- b. Will not entail changes in details and construction related to work;
- c. Will be acceptable in consideration of the required design and artistic effect;
- d. Will provide cost advantage to the Owner.

The Sign Contractor shall furnish with his request such drawings, specification samples, performance data and other information as may be required of him to assist the Owner and Designer in determining whether the proposed substitution is acceptable. The burden of proof shall be upon the Signage Contractor.

6.3 Regardless of the evidence submitted or any review or independent investigation by the Owner or Designer, a request for a substitution of products, materials, or processes is a warranty by the Signage Contractor to the Owner that the requested substitution;

- a. Is equal in quality and serviceability to the specified item;
- b. Will not entail changes in details and construction related to work;
- c. Will be acceptable in consideration of the required design and artistic effect;
- d. Will provide cost advantage to the Owner.

6.4 Proposed substitutions will be made after the signing of the contract and not during the bid phase. Signage Contractor shall submit requests for substitutions to the Designer and/or Owner in writing with the first round of shop drawings, giving sufficient information and samples for evaluation with the differences in costs, if any. Substitutions must be approved in writing by the Owner and/or Designer before they may be used.

7.0 Products of Fabrication

Shop fabrication and tolerances shall conform to the standards of the industry. Signage Contractor shall perform high-quality, professional workmanship, attach materials with sufficient strength, number and spacing not to fail, and fabricate all work to be truly straight, plumb, level and square and to sizes, shapes and profiles indicated on the approved shop drawings.

7.1 Materials and Workmanship

- a. The Signage Contractor shall use, whenever possible, standard sizes and readily available materials to reduce cost of fabrication. All materials shall be of the highest quality and shall meet all industry standards. To establish a standard quality, design and function desired, portions of the Design Intent Documents and specifications may be based on products or manufacturers herein. When specific products are mentioned, it should be noted that the manufacturers of similar products may be considered for approvals as “equal” by the Designer upon receipt of adequate supporting data.
- b. All materials utilized for the work of this contract shall meet all applicable codes, including Fire and Life Safety codes, of authorities having jurisdiction over the projects. The Sign Contractor shall immediately report any discrepancies to the Designer for resolution. The Contractor shall not substitute products without obtaining prior written approval from the Owner and/or Designer.
- c. All sign faces shall be smooth and even, free from imperfections and disfiguring caused by such things as welding, material being too thin, fasteners and welds not being ground smooth, oil canning, staining, discoloration or uneven coloration, puckering, or any other problems not specifically mentioned herein.
- d. Climate conditions of the project site must be considered and the sign units designed and engineered to prevent problems caused by weather, expansion, contraction, condensation, and any other possible problems resulting from exposure to the elements.

- e. Weep holes, heat vents, etc., shall be considered for incorporation by the Sign Contractor on each sign type as required and/or necessary. Weep holes, vents, access panels and other functional, but non-aesthetic, components must be placed so as to be inconspicuous as possible. All such items must be shown on the shop drawings for approval prior to fabrication.
- f. All finish work shall be smooth and free from abrasion, tool marks, visible welds, exposed fasteners or similar defects. All corners, reveals and joints shall be milled to matching adjoining pieces and shall be fabricated so that they are straight and/or configured to match the Design Intent Documents.
- g. Defective workmanship of any type shall not be tolerated and will result in rejection of the supplied product.

7.2 Systems Performance Requirements

- a. General: Signage Contractor shall engineer, fabricate and install signs to meet Performance Requirements included in these Specifications and the following criteria:
 - i. Code Compliance: Work, including structural loading, shall comply with all applicable Federal, State and Local Codes and applicable regulations of authorities having jurisdiction including ADA compliance.
 - ii. Design Criteria: The Drawings and Specifications indicate sizes, colors, layouts, profiles, critical details and dimensional requirements of signs.
- b. Windloading: All sign types and supporting devices, anchorage, etc. must be designed to withstand a wind speed of 100 mph (unless specified otherwise by the Wisconsin Building Code or local ordinances) on the total sign area applied in all directions and comply with all applicable codes.
- c. Thermal Movement Temperature Change (range): 120 degrees Fahrenheit ambient, 180 degrees Fahrenheit material surfaces.
- d. Control of Corrosion: Prevent galvanic action and other forms of corrosion by insulating metals and other materials from direct contact with incompatible materials.

7.3 Typography & Graphics

- a. The Sign Contractor shall report any discrepancies or conflicting sign specifications, such as message too long for specified format, to the Designer for resolution.
- b. The applicable typefaces for this project shall be indicated in the design documents.
- c. Electronic art (either Macintosh or PC format) for graphics, logos and symbols shall be supplied by the Owner for the Sign Contractor’s use in producing electronically cut images, patterns, or friskets. This is the only acceptable source of art for the logos and symbols. Sign Contractor shall not use artwork included as part of these Documents for final photography or digitizing.

- d. All fonts specified must be purchased by the Sign Contractor for use in this program.
- e. All final output or implementation of typography and graphics are to be sharp (without serrated or irregular edges) and exactly true to the letter style and/or design form.
- f. Sign Contractor shall allow for hand kerning of messages, at no additional cost, in which letters and numbers, although adequately spaced, appear to the Designer to be less readable, or unsatisfactorily spaced.

7.4 Color

- a. Color Specifications: Sign Contractor shall provide products matching those listed below in both color and quality. For colors requiring a match, products shall be used which best match the Matthews Paint swatch specified. Samples shall be submitted in accordance with the requirements of Section 5.0 and of these Specifications for approval prior to fabrication.
- b. Color specifications for the work of the project are listed in the Design Documents.
- c. Consult the Design Documents to ascertain all sign components to receive color.
- d. Coatings are to accurately match the color specified. The number of coatings must be adequate to achieve the color specified. Three (3) samples of each color using the actual coating type must be submitted for approval prior to production, in accordance with Section 5.0 of these Specifications.

7.5 Finish

- a. All coating applications are to be smooth and consistently uniform. The cured coating surface is to have a uniform finish that matches the specified color and finish.
- b. Exact identification of all coatings and a description of the method of application shall be identified in the Shop Drawings.
- c. Color breaks that occur on the sign face are to be sharp, even, with no serration or color bleed. All splatters, drips, spills and over sprays shall be removed.
- d. Comply with NAAMM’s “Metal Finishes Manual for Architectural and Metal Products” for recommendations for applying and designating finishes.
- e. Protect mechanical finishes on exposed surfaces from damage by applying a strippable, temporary protective covering before shipping.
- f. Appearance of Finished Work: Variations in appearance of abutting or adjacent pieces are acceptable if they are within one-half of the range of approved samples. Noticeable variations in the same piece are not acceptable. Variations in appearance of other components are acceptable if they are within the range of approved Samples and are assembled or installed to minimize contrast.

7.6 Screen Printed Media

- a. All screen-printed graphics shall be produced with ABS paint compatible with the substrate, using mesh of 390 or finer to produce clean, sharp edges.
- b. All media are to be opaque, with full even coverage, and free from dust bubbles, blemishes and other foreign matter.
- c. There shall be no streaking created by drawing squeegee over screen

7.7 Digitally Printed Graphics

- a. Applied graphics should securely adhere to sign surfaces, and be applied smoothly: free of peeling, bubbling or other application defects. Graphics are expected to resist peeling and hold to applied surfaces considering the exterior conditions (resistant to temperature fluctuations and moisture).
- b. Opaque continuous tone photo-quality print - minimum 720 DPI per sq. inch. Graphics may be printed directly to substrate and be applied smoothly: free of peeling, bubbling or other application defects. Graphics are expected to hold to applied surfaces. Graphics should utilize inks resistant to UV-A, UV-B, Xenon and weather. Any graphics used outside should be exterior-rated: resistant to vandalism, fading and other weather-related defects.

7.8 Vinyl Film

- a. Contractor shall provide opaque or reflective high performance vinyl film as indicated on the Drawings, 2 mil maximum thickness, with pressure sensitive adhesive, suitable for outdoor application to vinyl, painted surfaces, and metal applications.
- b. All machine cut vinyl typography and graphics are to be on high-grade self-adhesive 2 mil maximum high performance, cast vinyl films with a minimum of (7) years durability or approved equal (or otherwise noted). The application of the vinyl characters is to be smooth, without bubbles, ridges or other imperfections.
- c. All vinyl typography (including letters, arrows, numbers, symbols, logos, etc.) shall be digitally reproduced, and machine cut.
- d. Surface coatings should be allowed to dry a minimum of 3 to 4 days before applying vinyl letters or graphics in order to avoid bubbles forming in the vinyl from out-gassing of the curing coating.
- e. Letters for sign panels are to have positionable pressure-activated gray pigmented adhesive to provide minimal color show through.

7.9 Aluminum & Steel

Separation of Metals: There shall be no bare aluminum in contact with any other metals, wood or concrete. Contact surfaces shall be separated by a coating of zinc chromate and aluminum paint, or a heavy body bituminous paint or by a gasket.

- a. Aluminum Castings: ASTM B 26/B 26M, of alloy and temper recommended by sign manufacturer for casting process used and for use and finish indicated.
- b. Aluminum Sheet and Plate: ASTM B 209 (ASTM B 209M), alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with at least the strength and durability properties of Alloy 5005-H32.
- c. Aluminum Extrusions: ASTM B 221 (ASTM B 221M), alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with at least the strength and durability properties of Alloy 6063-T5.
- d. Steel Members Fabricated from Plate or Bar Stock: ASTM A 529/A 529M or ASTM A 572/A 572M, 42,000-psi (290-MPa) minimum yield strength.
- e. For steel exposed to view on completion, provide materials having flat, smooth surfaces without blemishes. Do not use materials whose surfaces exhibit pitting, seam marks, roller marks, rolled trade names, or roughness.

7.10 Stone Veneer

Eldorado Stone® 1370 Grand Avenue, Building B, San Marcos, CA 92078, USA | Call 800-925-1491

- a. Stacked Stone- Silver Lining or equivalent, samples to be submitted to Rockville for approval.

7.11 Acrylic Sheet

- a. White Acrylic Sheet

7.12 Paints/Coatings/Finishes

- a. Surface Preparation: Signage Contractor shall remove mill scale and rust, if present from uncoated steel and prime for painted finish.
- b. Only highest quality 2-part catalyst-hardened acrylic polymer coatings are to be used. Color fastness is of utmost importance as well as quality and other assurances against abnormal deterioration such as peeling, cracking, crazing, etc.
- c. Coatings shall be prepared as designated by the manufacturers' latest literature for surface preparation and application but in no case less than one (1) applicable primer coat and two (2) final full coats. All finished surfaces shall be uniform.
- d. All coatings (paint, ink, etc.) should have UV inhibitors, and should not fade or discolor when exposed to ultraviolet light.
- e. Colors shall match color designations as indicated on the drawings.
- f. Sign Contractor shall protect mechanical finishes on exposed surfaces from damage by applying strippable, temporary protective covering before shipping.

- g. All paint finishes are to be satin unless otherwise noted in the Design Drawings.

7.13 Fasteners

- a. Signage Contractor shall use concealed fasteners fabricated from metals that are not corrosive to the sign material and mounting surface. All dissimilar materials must be separated from contact with each other. Fasteners shall be compatible with adjacent materials and substrates.
- b. Anchors and Inserts: Signage Contractor shall use nonferrous metal or hot-dipped galvanized anchors and inserts for exterior installations and elsewhere as required for corrosion resistance. Signage Contractor shall use expansion bolts or other fastening devices for drilled-in-place anchors designed to withstand all required loads. Signage Contractor shall furnish inserts, as required, to be set into concrete or masonry work.
- c. Exposed Fasteners: Sign Contractor shall finish exposed fasteners to match adjacent surfaces and as directed by Designer to achieve an attractive, finished appearance.

7.14 Direct Embedded Aluminum

- a. 1/8” Aluminum With Direct Embed® -Coating Systems Image Embedding -Process DECS
- b. Direct Embed® - Posts to match natural Vintage Oak wood grain.

8.0 Fabrication

Signage Contractor shall provide sign copy to comply with the requirements indicated for size, styles, spacing, content, positions, materials, finishes, and colors of letters, numbers and symbols, and other graphic devices and construct to accurate details and dimensions as shown, and as reviewed on shop drawings. Exposed fasteners on finished sign faces will not be allowed, unless specifically indicated. Signage Contractor shall conceal wiring, conduit, and other electrical items within sign enclosures.

8.1 Shop Assembly

Signage Contractor shall pre-assemble items in shop to greatest extent possible to minimize field splicing and assembly. Signage Contractor shall disassemble units only as necessary for shipping and handling limitations. Signage Contractor shall clearly mark units for reassembly and coordinated installation.

8.2 Welding

All welding procedures shall conform to applicable AWS specifications. Type of alloy filler metal and electrodes to be that which is recommended by producer of metal to be welded, and as required for color match, strength and compatibility in the fabricated items.

8.3 Flatness of Panels

Panels shall show no visible distortion when viewed in installed position.

8.4 Cutting/Routing

Signage Contractor shall cut and route in a manner to produce smooth, true, and clean edges and corners of finished graphics and letterforms. Graphics and letterforms having positive or negative corners, nicked, cut or ragged edges are not acceptable. Signage Contractor shall align and maintain parallel baselines and margins as indicated on the drawings.

9.0 Execution

Quality and acceptability of the fabricators’ work will be monitored throughout the fabrication and installation phases of the project. Work will be reviewed by the Designer.

9.1 Shop Reviews

Contractor shall notify Designer and Owner at least 48 hours in advance of operations requiring reviews.

9.2 Site Reviews

Upon arrival of any shipment of sign units or materials, the Sign Contractor shall inspect the shipment to verify that no damage has occurred that will adversely affect the performance or appearance of the units or materials. The Owner shall not accept, as approved, any units or materials previously rejected by the Designer and not repaired or revised to the Designer’s satisfaction.

9.3 Sign Locations

The Sign Contractor shall field-verify all proposed sign locations in the field and conduct a walk-through with the Designer and Owner in order to obtain a written approval of the proposed locations before installation of the sign units.

9.4 Punch List

Immediately after installation of the signs, the Sign Contractor shall arrange for the Owner to review the work in place and give written notice of any deviations, errors, missions or other unacceptable condition in a punch list to be prepared and distributed to the proper fabricators or consultants for correction.

9.5 Final Sign-Off

At final completion of all work, including punch list items for each group of signs, the Sign Contractor shall arrange for a final review by the Owner for the purpose of obtaining a written approval of the fabrication and installation of the units.

10.0 Installation

The installation of fixed materials shall be under the general direction of the Owner/Designer in accordance with applicable specifications and layout drawings.

10.1 Preparation

N/A

10.2 Delivery to Premise

Sign Contractor is responsible for securing staging and storage areas. Unless indicated to the contrary, items of loose material shall be delivered, uncrated, assembled, set in proper place and installed ready for use, free from breakage, blemishes or other defects.

10.3 Anchors and Inserts

Signage Contractor shall furnish inserts and anchoring devices which must be set in concrete or built into masonry for installation of this work, provide setting drawings, templates, instructions and directions for installation of anchorage devices and provide units with exposed surfaces matching the texture and finish of metal item anchored.

10.4 Cutting/Fitting/Placement

Signage Contractor shall perform all cutting, drilling and fitting required for installation, set work accurately in location, alignment and elevation, plumb, level and true, measured from established lines and levels, and provide temporary bracing or anchors as required. Signage Contractor shall form tight joints with exposed connection accurately fitted with uniform reveals and spaces for sealants and joint fillers. Where cutting, welding and grading are required for proper shop fitting and jointing of the work, Signage Contractor shall restore finishes to eliminate any evidence of corrective work. Signage Contractor shall not cut or abrade finishes which cannot be completely restored in field. Signage Contractor shall return items with such finishes to the shop for required alterations, followed by complete refinishing or providing new units at Signage Contractor option.

10.5 Erection

All surfaces shall be covered with protective non-deleterious finish for protection until final installation or erection. Signage Contractor shall complete all connections in proper alignment and tighten bolts securely. Leveling is to be done only by instruments; measuring equal distances from existing surfaces will not be acceptable as a basis of level and/or plumb. After erection, all surfaces marred during erection and exposed bolts, bolt heads, etc., shall be retouched with same paint as previous.

10.6 Protective Coverings

Sign Contractor shall restore protective coverings which have been damaged during shipment or installation of the work, remove protection when requested for inspection of finishes and replace, retain protective coverings intact and remove simultaneously from similar finished items to preclude non-uniform oxidation and discoloration and remove protective coverings only when there is no possibility of damage from other work yet to be performed at the same location.

10.7 Cleaning of Premises/Signs

The Signage Contractor shall use special care in the disposition of excess materials and rubbish. Rubbish shall not be allowed to accumulate but shall be consistently collected and removed at the completion of this work, on a daily basis. As this is an active site, all debris must be vacuumed and removed as work is completed. After installation, Signage Contractor shall clean soiled sign surfaces according to manufacturer’s written instructions, Signage Contractor shall protect signs from damage until acceptance of Owner and shall touch up all nicks, scratches, fasteners that require color.

WARRANTY / GUARANTEE

We hereby warrant and guarantee the _____ that we have installed in the _____ project for five (5) year(s) for non-illuminated products from the date of substantial completion.

We warrant and guarantee that the materials and equipment furnished under this contract are of good quality and new unless otherwise required or permitted by the contract documents; that the work will be free from defects not inherent in the quality required or permitted; and that the work conforms with the requirements of the contract documents.

We agree to repair or replace, to the satisfaction of the owner or Designer, any or all work not conforming to the contract documents, including substitutions not properly approved and authorized, workmanship or materials that prove defective within the warranty /guarantee period. This warranty/guarantee excludes remedy for damage or defect caused by abuse, modifications not executed by the Contractor, improper or insufficient maintenance, improper operation, or normal wear and tear under normal usage.

Any repairs or replacements shall bear an additional twelve (12) month guarantee, in addition to any remaining warranty period, as herein stated, and dated from the final acceptance of repairs or replacement.

In the event of our failure to comply with the above-mentioned conditions within a reasonable time after being notified in writing, we collectively and separately do hereby authorize the Owner to proceed to have defects repaired and made good at our expense, and will pay the costs and charges; therefore, immediately upon demand.

(Signature of Contractor or Subcontractor)

Date

(Signature of Contractor) only where subcontractor is major signee

MUTCD GUIDELINES

Chapter 2 of the 2009 Federal Manual on Uniform Traffic Control Devices (MUTCD) defines the guidelines for dimensions and designs for all signs that will assist in an effort to uniform all signs in an aesthetic pleasure for community wayfinding. Guidelines set forth in the MUTCD include standards for color, size, type, arrow and overall design of signs installed on conventional roads. Section 2D outlines standard guidelines for Guide Signs, including Community Wayfinding Signs.

Messaging

- Word messages should be as brief as possible
- Lettering should be large enough to provide the necessary legibility distance
- Destinations should be prioritized as primary, secondary and tertiary in order of importance.
 - **Primary:** key locations most important to the public, and should be directed from the farthest distance away.
 - **Secondary:** and tertiary destinations, such as parking and restrooms, should be listed on directionals as they approach the vicinity of the primary destination.

Capsizes

The following standard is recommended:

- Two-lane streets with speed limits of 25mph or less: 4-inch cap height.
- Two-lane streets with speed limits of > 25mph: 6-inch cap height.
- Multi-lane streets with speed limits of 40mph or less: 6-inch cap height.
- Multi-lane streets with speed limits of > 40mph: 8-inch cap height.

MUTCD Regulations are as follows:

- A MINIMUM specific ratio of 1 inch of letter height per 30 feet of legibility distance should be used.
- Letter height is expressed in terms of the height of an upper-case letter.
- When a mixed-case legend is used, the height of the lower-case letters shall be ¾ of the height of the initial upper-case letter.

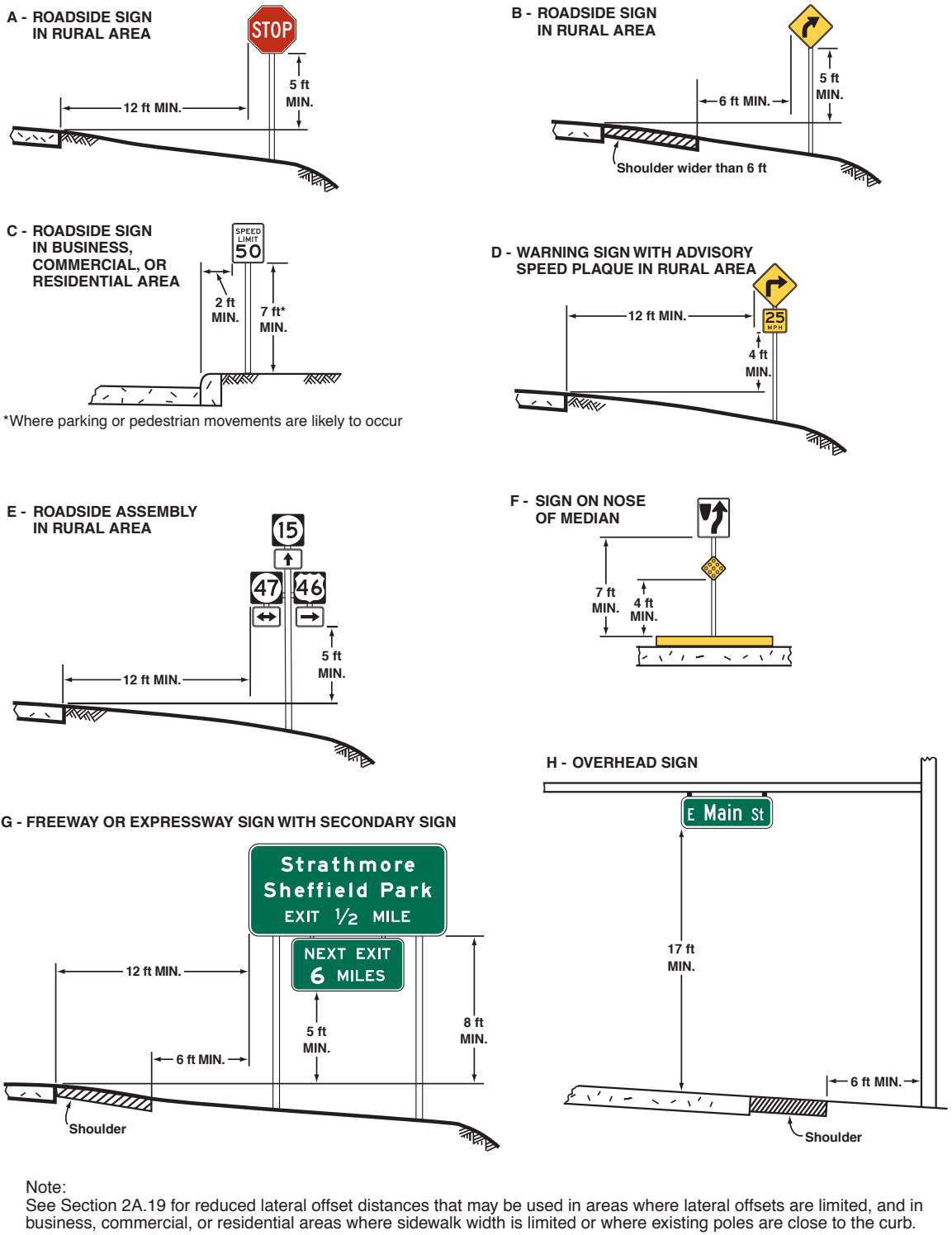
Signage Locations

- Should be located on the right-hand side of the roadway where they are easily recognized and understood by drivers.

Setbacks:

- A. Road side sign in rural area:** shall be set back 12 feet from the edge of the sign to the curb and 5 feet from the bottom of the sign to the height of the curb.
- B. Road side sign in rural area with a shoulder wider than 6 feet:** shall be set back 6 feet from the edge of the shoulder and 5 feet from the bottom of the sign to the height of the curb.
- C. Roadside sign in business, commercial, or residential area:** shall be set back 2 feet from the edge of the sign to the curb and 7 feet from the bottom of the sign to the ground.

Figure 2A-2. Examples of Heights and Lateral Locations of Sign Installations



Sect. 2A.16

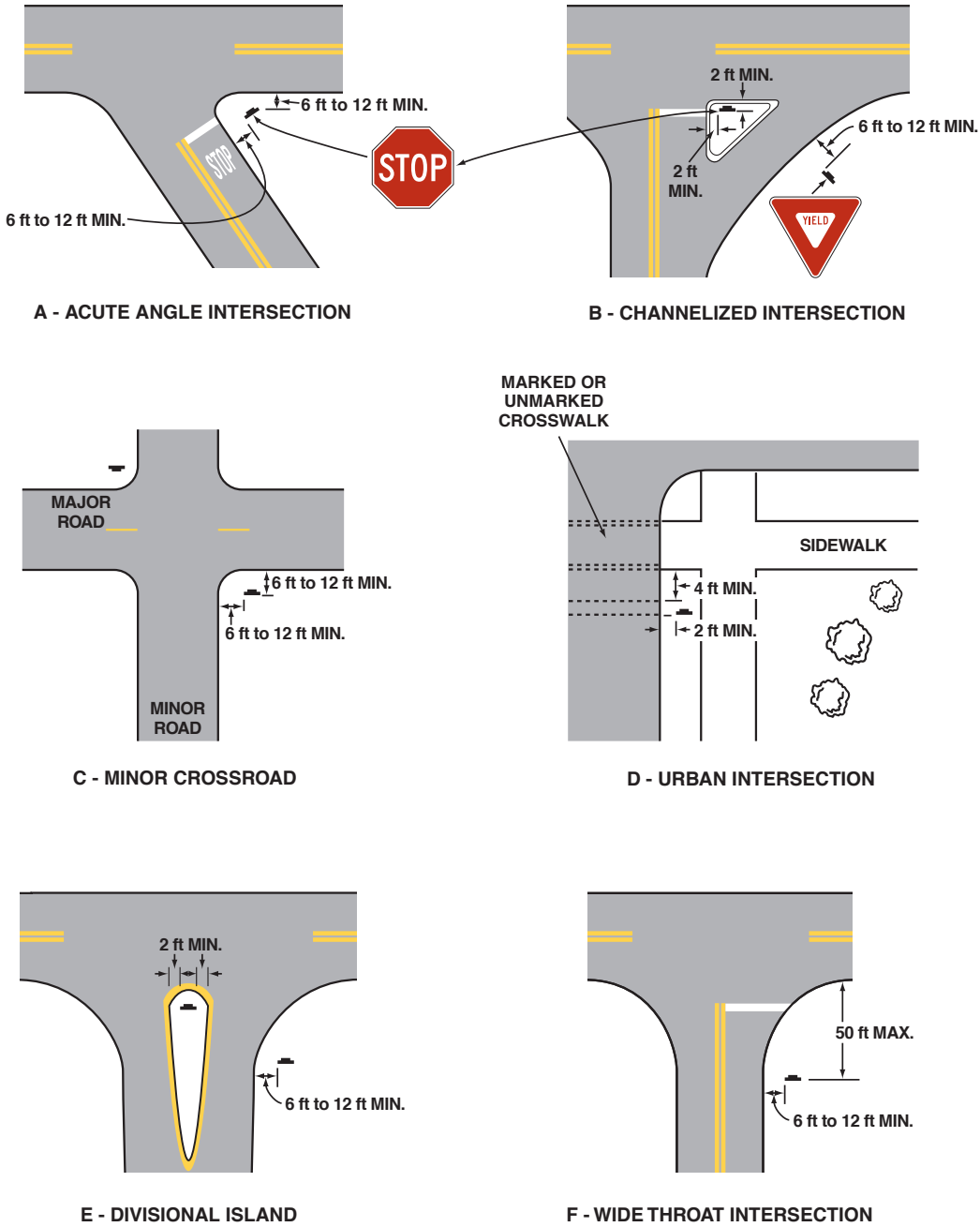
December 2009

| | |
|------------------|--|
| Project: | Village of Mukwonago Brand Signage + Wayfinding |
| Address: | - |
| Project Number: | 2103.02 |
| Date: | 03-24-2022 |
| Project Manager: | Jeremy Detwiler |
| Sign Type: | - |
| Issued for: | Construction Documents |

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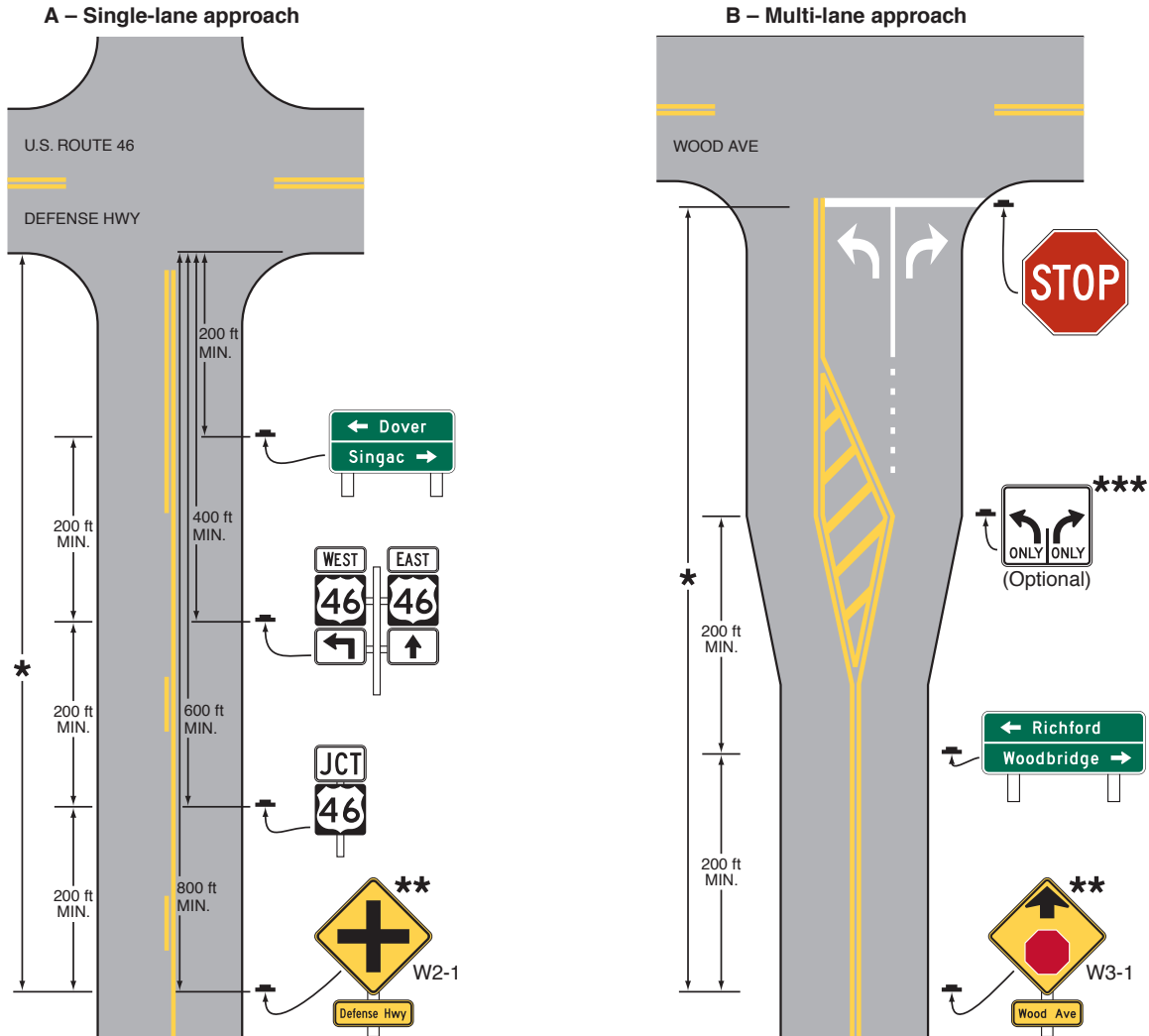
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Figure 2A-3. Examples of Locations for Some Typical Signs at Intersections



Note: Lateral offset is a minimum of 6 feet measured from the edge of the shoulder, or 12 feet measured from the edge of the traveled way. See Section 2A.19 for lower minimums that may be used in urban areas, or where lateral offset space is limited.

Figure 2A-4. Relative Locations of Regulatory, Warning, and Guide Signs on an Intersection Approach



Note: See Chapter 2D for information on guide signs and Part 3 for information on pavement markings

- * See Table 2C-4 for the recommended minimum distance
- ** See Section 2C.46 for the application of the W2-1 sign and Section 2C.36 for the application of the W3-1 sign
- *** See Section 2B.22 for the application of Intersection Lane Control signs

- 06
- C. Regulatory signs that do not conflict with each other are grouped, such as Turn Prohibition signs posted with ONE WAY signs or a parking regulation sign posted with a Speed Limit sign; or
 - D. Street Name signs are posted with a STOP or YIELD sign.
- Signs should be located so that they:
- A. Are outside the clear zone unless placed on a breakaway or yielding support (see Section 2A.19),
 - B. Optimize nighttime visibility,
 - C. Minimize the effects of mud splatter and debris,
 - D. Do not obscure each other,
 - E. Do not obscure the sight distance to approaching vehicles on the major street for drivers who are stopped on minor-street approaches, and
 - F. Are not hidden from view.

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Project:

Village of Mukwonago
Brand Signage + Wayfinding

Address:

-

Project Number:

2103.02

Date:

03-24-2022

Project Manager:

Jeremy Detwiler

Sign Type:

-

Issued for:

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Sheet:

Colors And Visibility

- All messages, borders, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retro reflective.
- Pedestrian signage shall NOT be retro reflective.
- Pedestrian wayfinding signage should be located away from intersections where high-priority traffic control devices are.

Arrows

Arrows may be placed below the message or on the appropriate side of the message. On a post-mounted sign at an exit where placement of the arrow to the side of the legend farthest from the roadway would create an unusually wide sign that limits the road user's view of the arrow, the directional arrow may be placed at the bottom portion of the sign, centered under the legend.

Size Guidance:

- **Types A, B, and C:** The width across the arrowhead should be between 1.5 and 1.75 times the height of the upper-case letters of the principal legend on the sign.
- **Type D:** The width across the arrowhead should be at least equal to the height of the upper-case letters of the principal legend on the sign.
- **Down arrows:** Only to be used on overhead signs; the width across the arrowhead should be approximately two times the height of the upper-case letters of the principal legend on the sign.

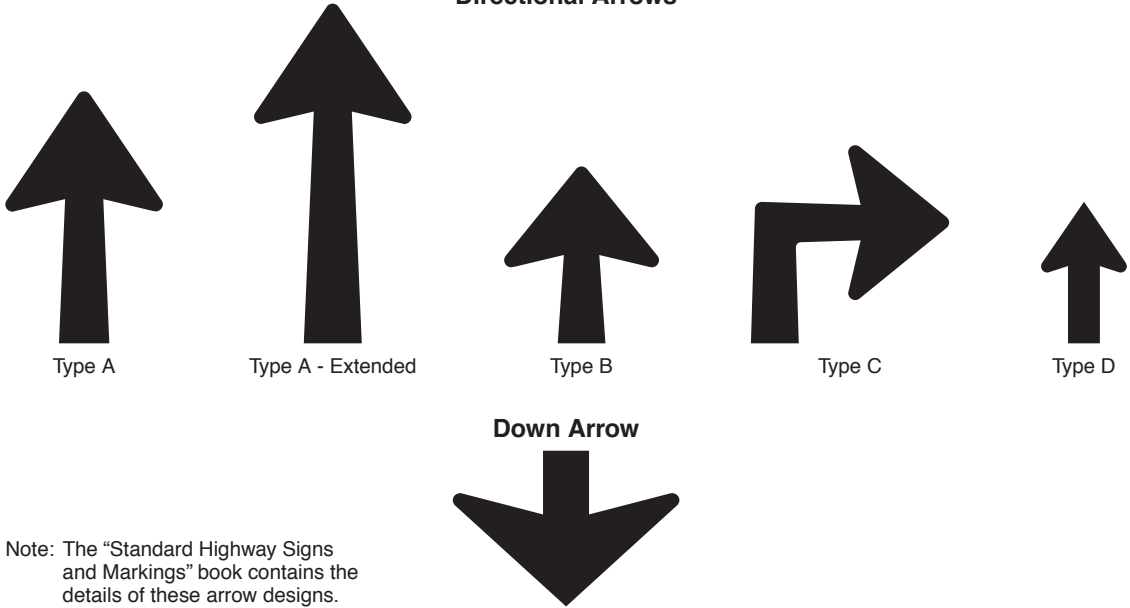
The MUTCD standards include 6 different types of arrows: A, A - Extended, B, C, D, and Down.

- **Type A - Extended:** May be used on guide signs where additional emphasis regarding direction is needed relative to the amount of text on the sign.
- **Type B:** Used on guide signs on conventional roads when placed at any angle to the side of a single destination or when placed in a horizontal orientation to the side of a group of destinations.
- **Type C:** Used on conventional road guide signs placed in advance of an intersection where a turn must be made to reach a posted destination or group of destinations.
- **Type D:** May be used on post-mounted guide signs on conventional roads with lower operating speeds if the height of the text is 8 inches or less.

2009 Edition

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Figure 2D-2. Arrows for Use on Guide Signs
Directional Arrows



¹⁰ The Type B directional arrow should be used on guide signs on conventional roads when placed at any angle to the side of a single destination or when placed in a horizontal orientation to the side of a group of destinations.

¹¹ The Type C advance turn directional arrow should be used on conventional road guide signs placed in advance of an intersection where a turn must be made to reach a posted destination or group of destinations.

¹² The Type D directional arrow should be used primarily for sign applications other than guide signs, except as provided in Paragraph 15.
Option:

¹³ The Type A-Extended directional arrow may be used on guide signs where additional emphasis regarding the direction is needed relative to the amount of legend on the sign.

¹⁴ The Type C directional arrow may be used to the side of the legend of an overhead guide sign to accentuate a sharp turn exit maneuver from a mainline roadway (see Section 2E.36 for additional information regarding Exit Direction signs for low advisory ramp speeds).

¹⁵ On conventional roads on the approach to an intersection where the Combination Lane-Use/Destination overhead guide sign (see Section 2D.33) is not used, the Type C advance turn directional arrow may be used beneath the legend of an overhead guide sign to indicate the fact that a turn must be made from a mandatory movement lane over which the sign is placed to reach the destination or destinations displayed on the sign.

¹⁶ The Type D directional arrow may be used on post-mounted guide signs on conventional roads with lower operating speeds if the height of the text on the sign is 8 inches or less.

¹⁷ The directional and down arrows shown in Figure 2D-2 may be used on signs other than guide signs for the purposes of providing directional guidance and lane assignment.
Guidance:

¹⁸ Arrows used on guide signs to indicate the directions toward designated routes or destinations should be pointed at the appropriate angle to clearly convey the direction to be taken. A horizontally oriented directional arrow design should be used at right-angle intersections.

¹⁹ On a post-mounted guide sign, a directional arrow for a straight-through movement should point upward. Except as provided in Section 2D.46, for a turn, the arrow on a guide sign should point horizontally or at an upward angle that approximates the sharpness of the turn.

²⁰ At an exit, an arrow should be placed at the side of the sign that will reinforce the movement of exiting traffic. The directional arrow design should be used.

December 2009

Sect. 2D.08

CONSTRUCTION DOCUMENTS

Typography

Highway Gothic - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

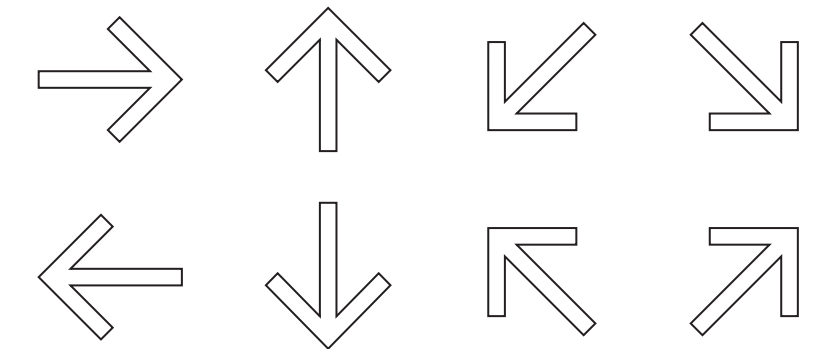
Kefa - Regular

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abcdefghijklmnopqrstuvwxyz
1234567890











Logos



Arrows



Colors

| Paint | Description | Vinyl | Description |
|---|-----------------------------------|---|--|
|  | PMS 5545 - w/ Satin Clear |  | Oracal® - 951 - 635 - Forrest Green |
|  | PMS 5535 - w/ Satin Clear |  | Oracal® - 951 - 622 - Fir Tree Green |
|  | PMS 5535 to 5545 - w/ Satin Clear |  | Custom Gradient Vinyl - PMS 5535 to 5545 |
|  | PMS White - w/ Satin Clear |  | Oracal® - 951 - 010 - White |
|  | PMS Black - w/ Satin Clear |  | Oracal® - 951 - 070 - Black |

General Notes

01. Written dimensions on drawings take precedence over scaled dimensions. Sign contractor shall verify and be responsible for all dimensions and conditions shown on drawings.
02. Sign contractor shall verify all existing conditions prior to shop drawings and bring any discrepancy between the drawing and the actual condition to the owner's attention prior to fabrication.
03. The sign contractor shall provide signed and sealed engineered drawings for all signs including structural and wind load requirements.
04. All colors and finishes shall be approved by the owner prior to the production of sign units.
05. Sign contractor shall provide full size mock-ups as requested of designated prototypes for owner approval before proceeding with sign fabrication and installation.
06. Paint / Color / Materials shown in drawings shall be continuous around edges and faces.
07. Typefaces shall not be supplied to contractor. Contractor shall obtain the licensed edition for their own use.

Stone Veneer



Concrete Base / Footer
- Locally Sourced Cultured
Stone Or Equivalent.
Samples To Be Submitted
To The Village Of Mukwonago

Project: Village of Mukwonago
Brand Signage + Wayfinding

Address: -

Project Number: 2103.02

Date: 03-24-2022

Project Manager: Jeremy Detwiler

Sign Type: -

Issued for: Construction Documents

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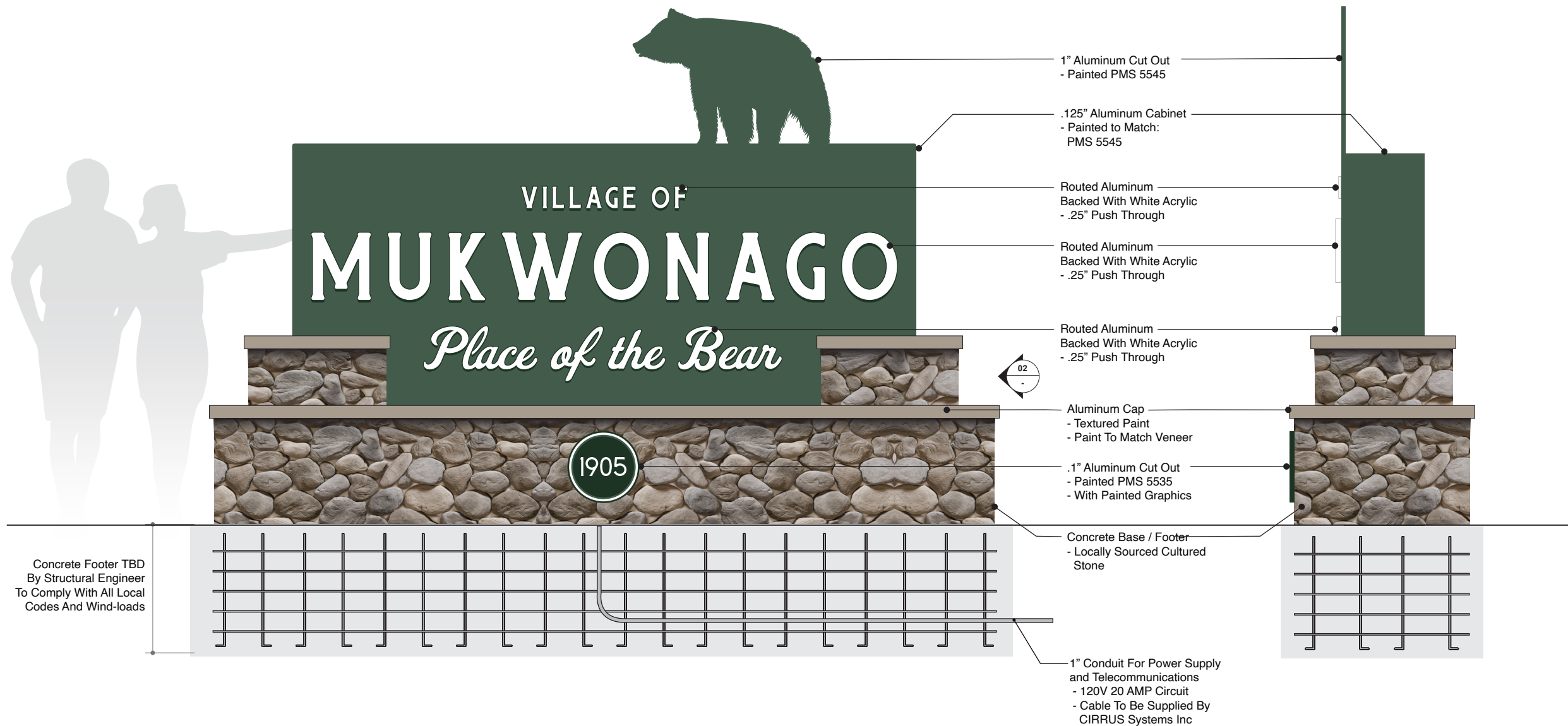
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| Project: | Village of Mukwonago Brand Signage + Wayfinding |
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| Issued for: | Construction Documents |



01 Primary Entrance
Elevation - Materials

Scale - 1/2" = 1' 0"

02 Primary Entrance
End View - Materials

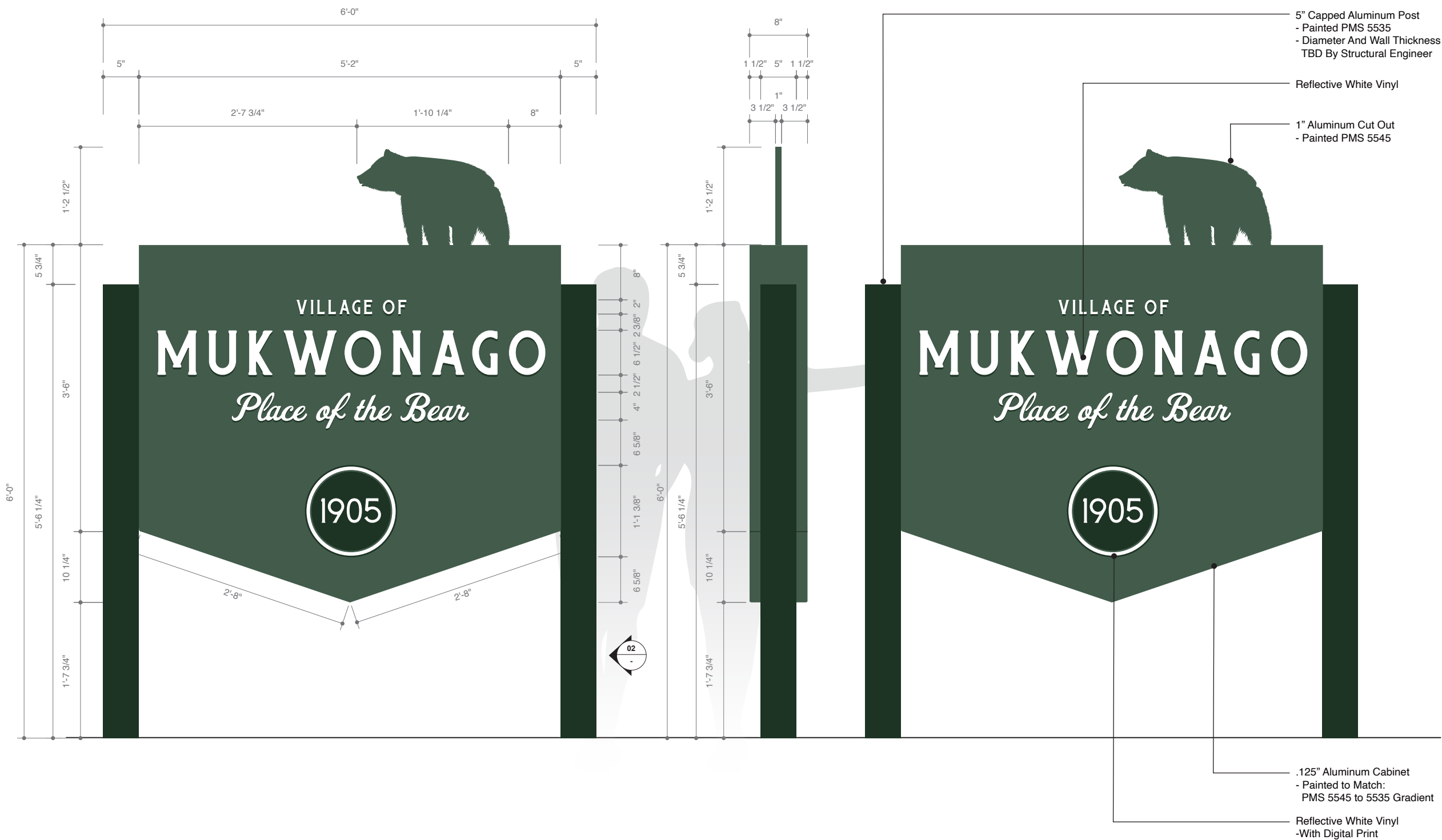
Scale - 1/2" = 1' 0"

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| Project Manager: | Jeremy Detwiler |
| Sign Type: | - |
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01 Secondary Entrance
Elevation / End View

Scale - 3/4" = 1'

02 Secondary Entrance
Elevation - Materials

Scale - 3/4" = 1' 0"

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Project:

Village of Mukwonago
Brand Signage + Wayfinding

Address:

-

Project Number:

2103.02

Date:

03-24-2022

Project Manager:

Jeremy Detwiler

Sign Type:

-

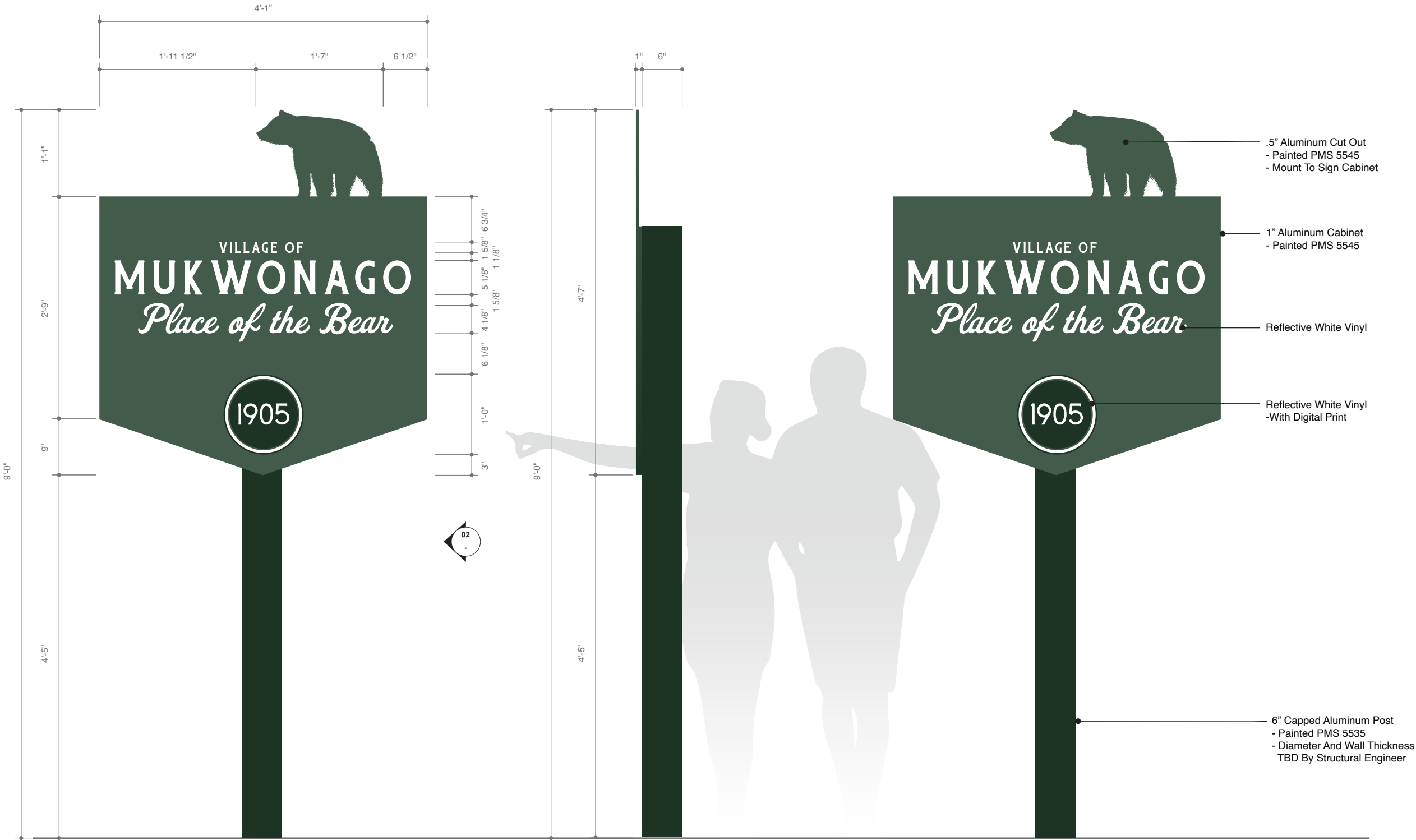
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Brand Signage + Wayfinding

Address:

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Project Number:

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Date:

03-24-2022

Project Manager:

Jeremy Detwiler

Sign Type:

-

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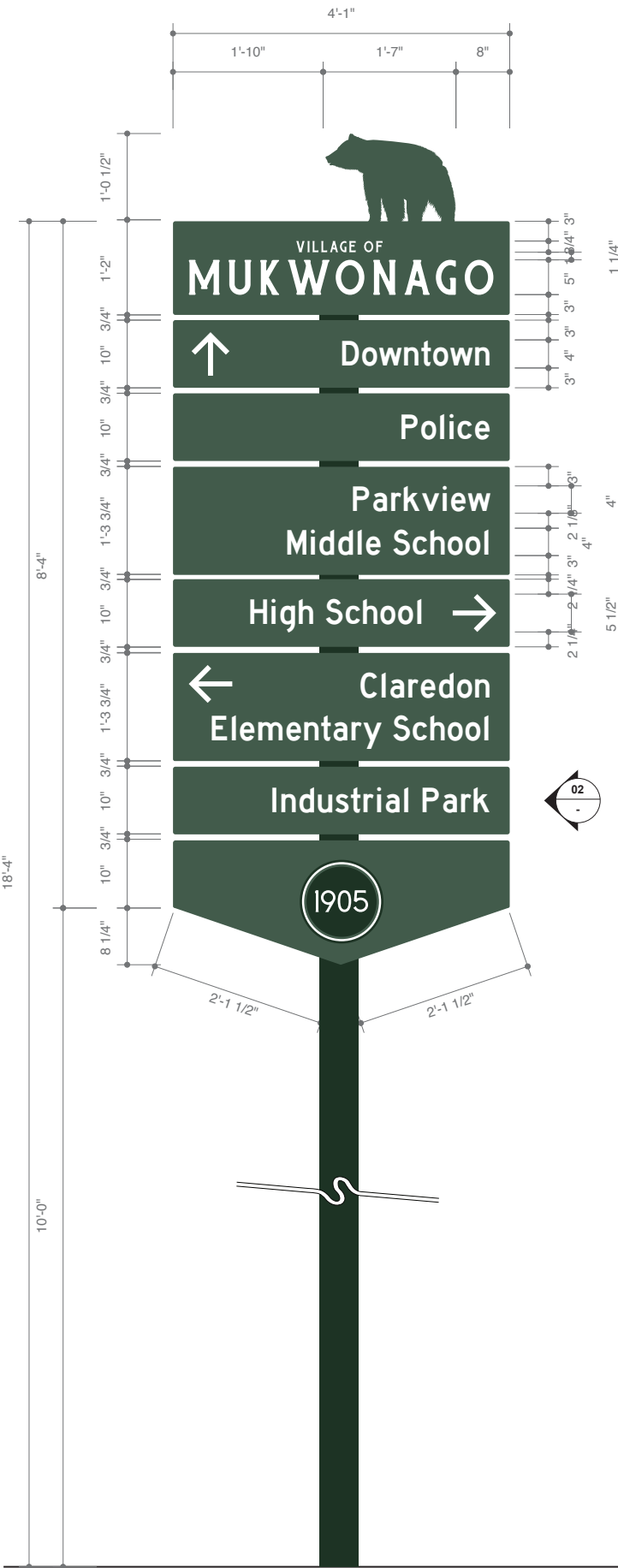
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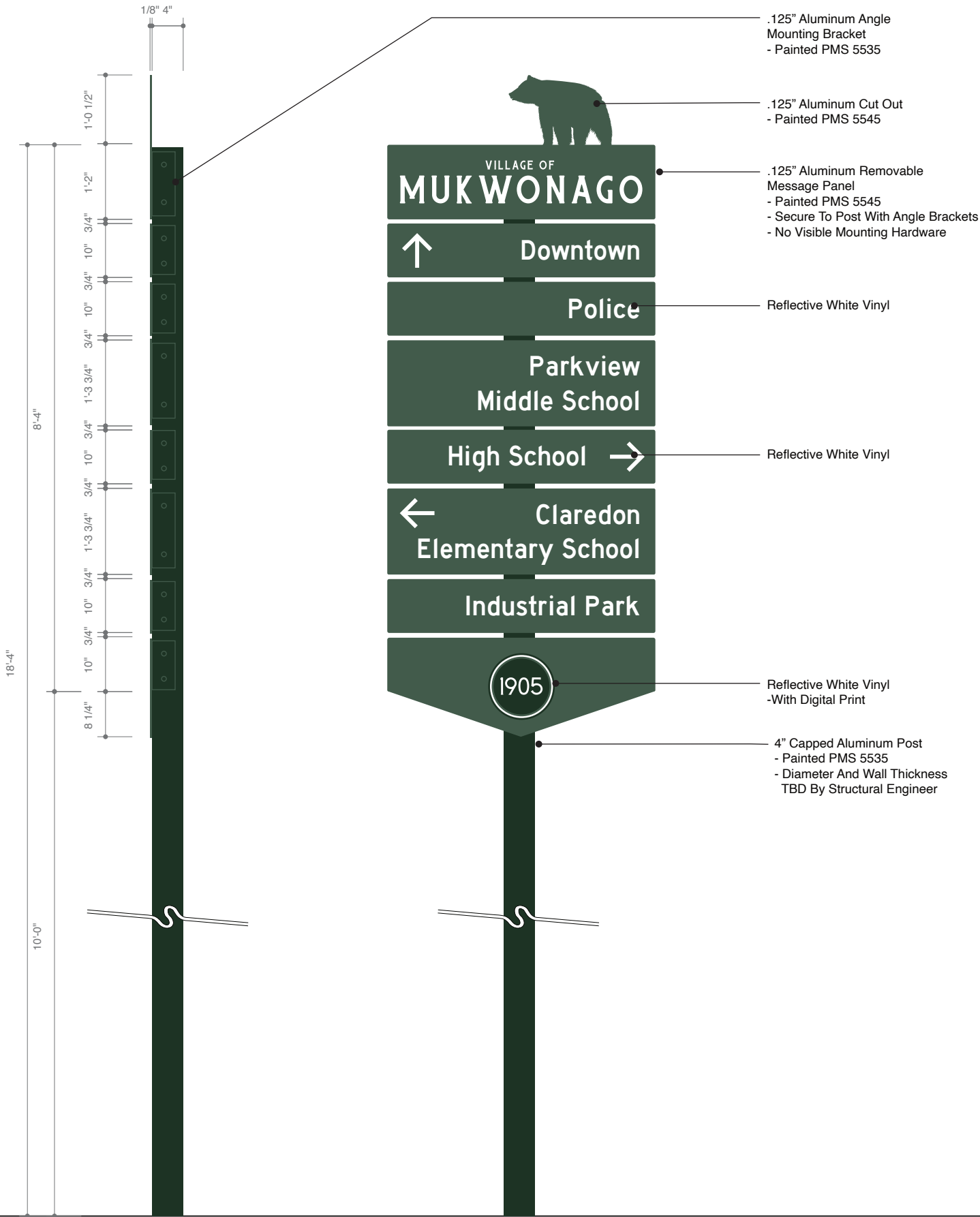
Sheet:

24



01 Vehicular Directional - Option A
Elevation / End View

Scale - 3/4" = 1' 0"



02 Vehicular Directional - Option A
Elevation / Materials

Scale - 3/4" = 1' 0"

Project:

Village of Mukwonago
Brand Signage + Wayfinding

Address:

-

Project Number:

2103.02

Date:

03-24-2022

Project Manager:

Jeremy Detwiler

Sign Type:

-

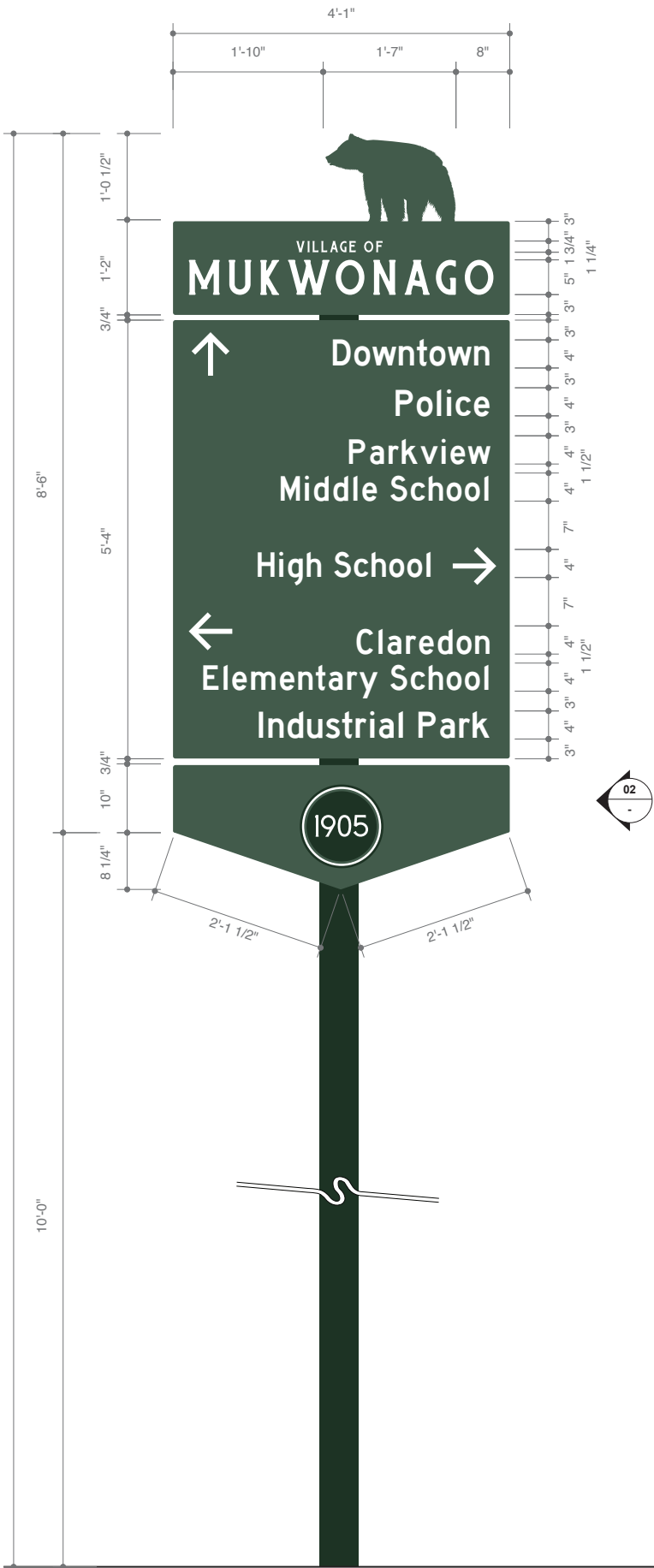
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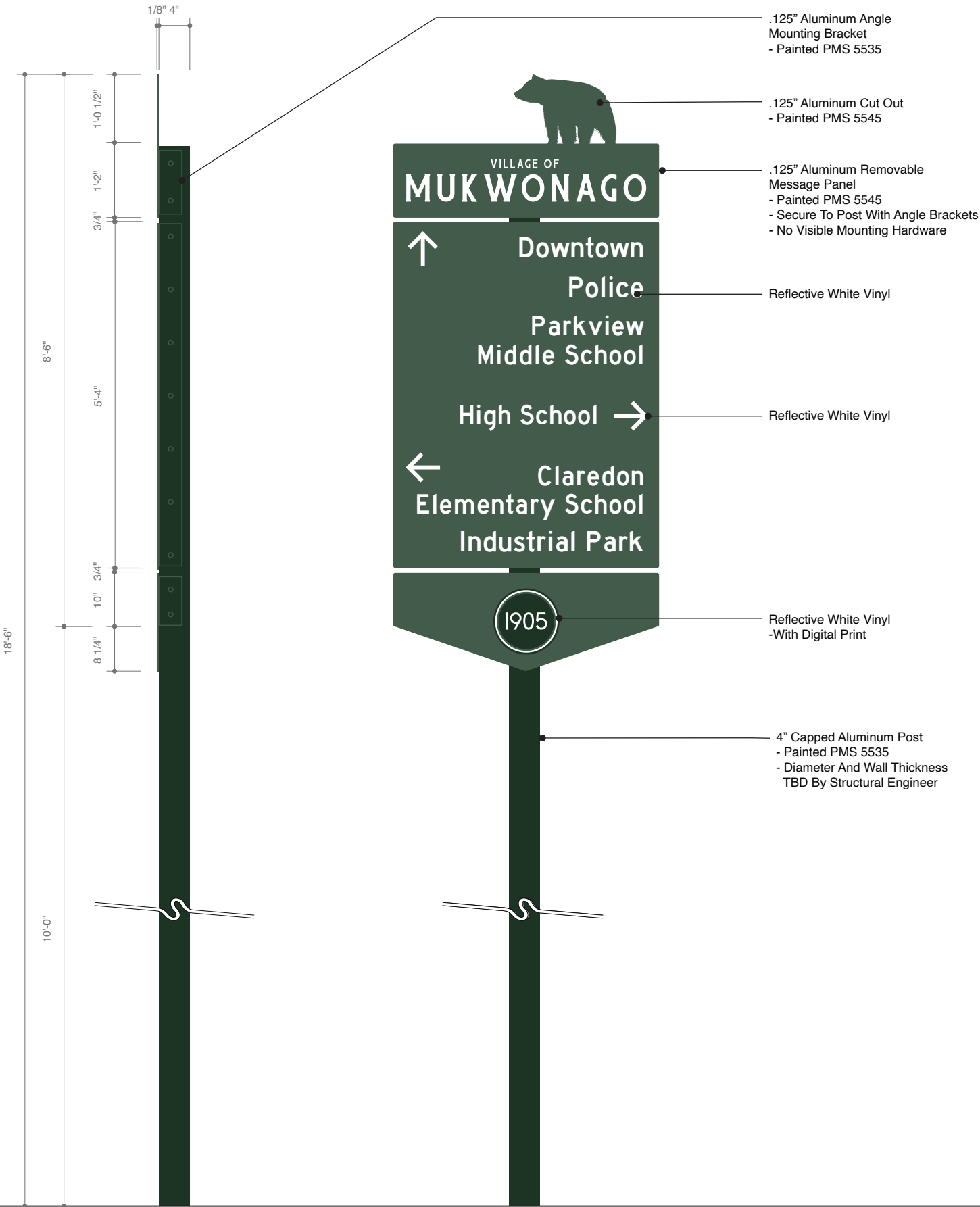
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Sheet:



01 Vehicular Directional - Option B
Elevation / End View

Scale - 1/2" = 1' 0"



02 Vehicular Directional - Option B
Elevation / Materials

Scale - 1/2" = 1' 0"

Project:

Village of Mukwonago
Brand Signage + Wayfinding

Address:

-

Project Number:

2103.02

Date:

03-24-2022

Project Manager:

Jeremy Detwiler

Sign Type:

-

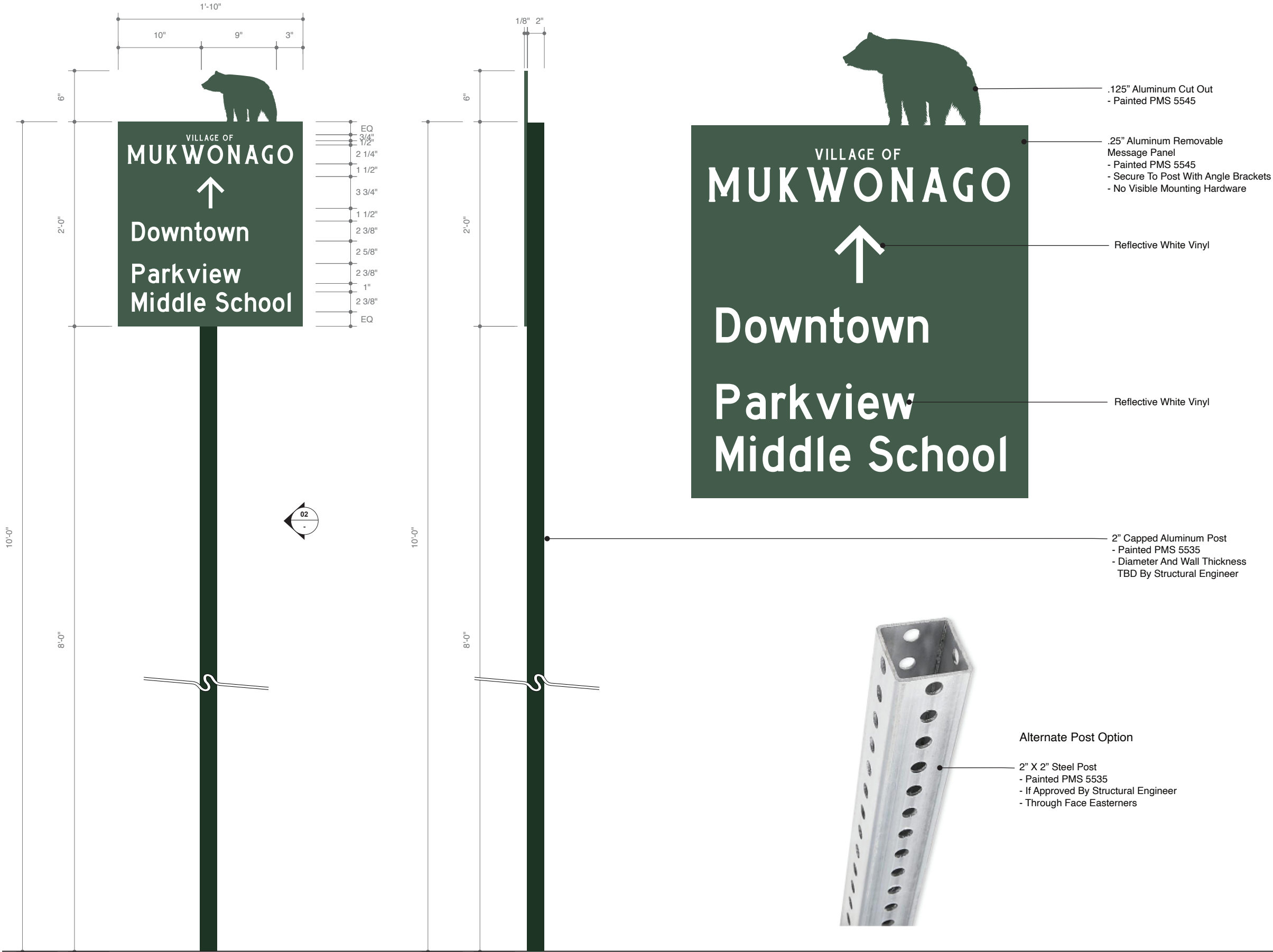
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01

Vehicular Directional
Elevation / End View

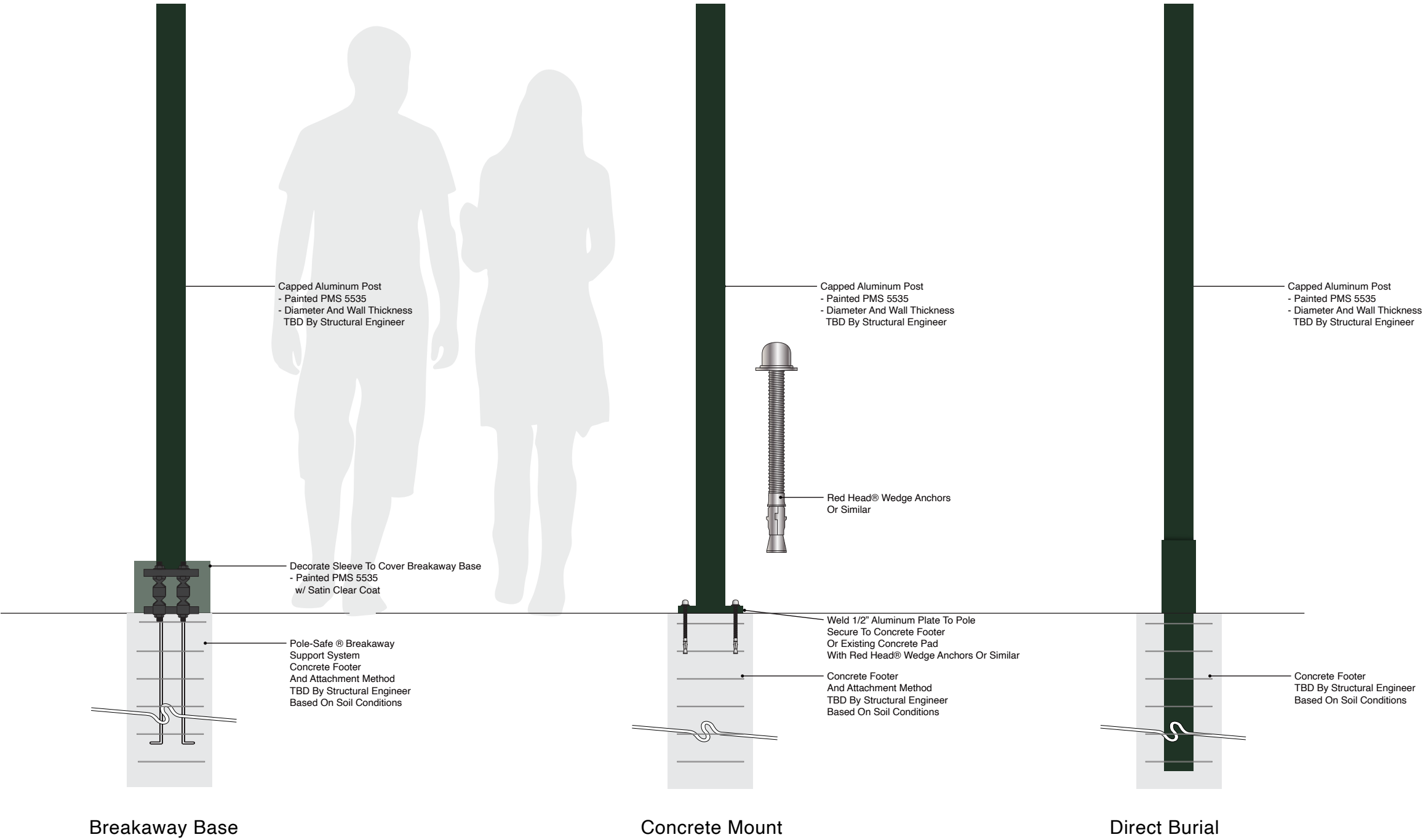
Scale - 1" = 1'-0"

02

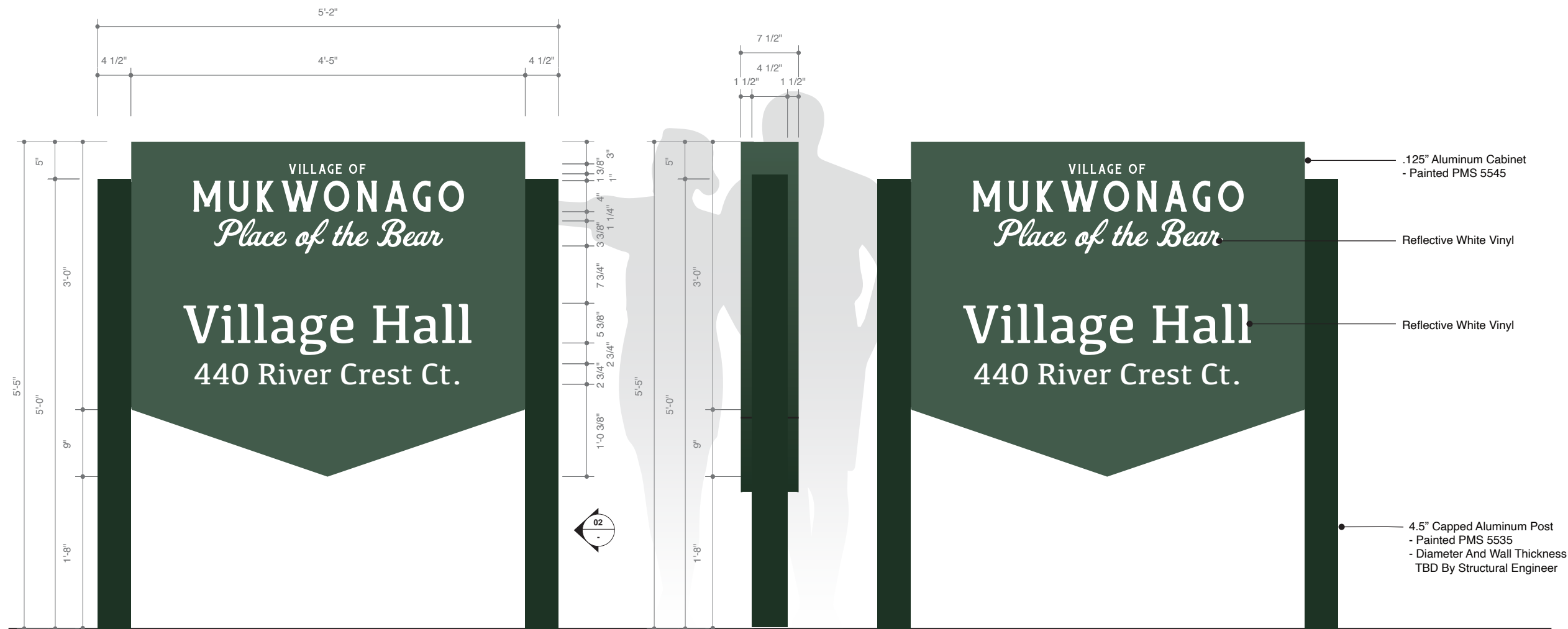
Vehicular Directional
Elevation - Materials

Scale - NTS

| | |
|------------------|--|
| Project: | Village of Mukwonago Brand Signage + Wayfinding |
| Address: | - |
| Project Number: | 2103.02 |
| Date: | 03-24-2022 |
| Project Manager: | Jeremy Detwiler |
| Sign Type: | - |
| Issued for: | Construction Documents |



| | |
|------------------|--|
| Project: | Village of Mukwonago Brand Signage + Wayfinding |
| Address: | - |
| Project Number: | 2103.02 |
| Date: | 03-24-2022 |
| Project Manager: | Jeremy Detwiler |
| Sign Type: | - |
| Issued for: | Construction Documents |
| | |
| | |



01 Destination Identification
Elevation / End View

Scale - 3/4" = 1'

02 Pedestrian Kiosk
Elevation

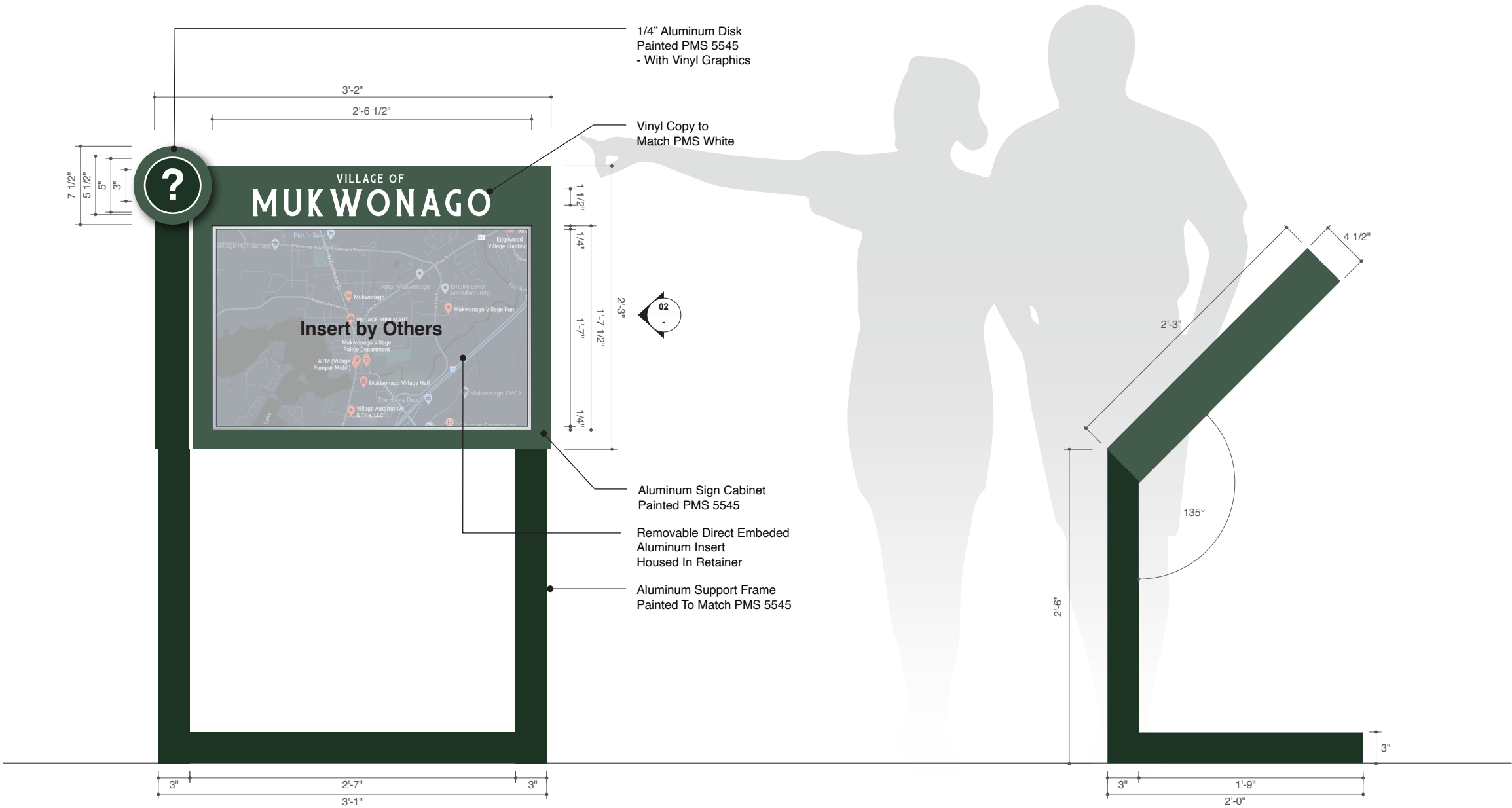
Scale - 3/4" = 1' 0"

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These drawings are meant for **DESIGN INTENT ONLY** and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. KMA must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted for approval prior to proceeding with fabrication. All copy shall be proofread by client and legal requirements checked by legal department.

Sheet:

| | |
|------------------|--|
| Project: | Village of Mukwonago Brand Signage + Wayfinding |
| Address: | - |
| Project Number: | 2103.02 |
| Date: | 03-24-2022 |
| Project Manager: | Jeremy Detwiler |
| Sign Type: | - |
| Issued for: | Construction Documents |



01 Pedestrian Kiosk

Elevation

Scale - 1" = 1' 0"

02 Pedestrian Kiosk

End View

Scale - 1" = 1' 0"

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KMA DESIGN

Innovative Design For Exceptional Spaces

CHAPTER 106 – SIGNS

| |
|---|
| Article 1. General Provisions |
| Article 2. General Standards and Requirements |
| Article 3. Specific Standards and Requirements by Sign Type |
| Article 4. Permissible Signage |
| Article 5. Administration |
| Appendix A. Permissible Signage by Location |
| Appendix B. Definitions |

ARTICLE 1 GENERAL PROVISIONS

106.01 Legislative findings

The Village Board makes the following legislative findings relating to signs:

- (1) In addition to signage allowed by this chapter, individuals, groups of people, and businesses have numerous means to communicate different types of speech, including print media, broadcast media, direct mailings to households, and dissemination of information on the Internet.
- (2) Sign regulations in this chapter (i) promote the public welfare, health, and safety of people using the public roads and other public travelways; (ii) advance the aesthetic goals of the Village while allowing creative and effective signage; and (iii) reduce the visual clutter caused by advertising signage which is a significant cause of unsafe traffic and visibility conditions.
- (3) Sign regulations in this chapter are not intended to control the content of a message, except as allowed by law, or to unduly restrict the appearance of a sign.
- (4) The limitations placed on signs by this chapter are deemed to be the minimum necessary to accomplish the purposes of this chapter.

106.02 Purpose

This chapter promotes the public health, safety, and general welfare and is intended to:

- (1) encourage the effective use of signs as a means of communication in the Village;
- (2) maintain and enhance the aesthetic environment and the Village's ability to attract sources of economic development and growth;
- (3) promote the desired community and neighborhood character and aesthetics described in the Village's comprehensive plan;
- (4) protect the safety of the public by requiring proper maintenance of signs and establishing minimum design and construction standards;
- (5) improve pedestrian and traffic safety by reducing distractions and obstructions and discouraging visual competition;
- (6) minimize the possible adverse effect of signs on nearby public and private property;
- (7) enable the fair and consistent enforcement of these restrictions.

106.03 Applicability

All signs located in the Village must comply with this chapter, except for the following which are exempt:

- (1) A traffic control sign and other similar regulatory signage when located on public property along a roadway or other travelway when placed by or authorized by the federal government, the State of Wisconsin, Walworth County, Waukesha County, or the Village.
- (2) A sign inside of a building that does not meet the definition of a window sign.
- (3) A legal notice posted on private property as may be required or authorized by municipal, state, or federal law.
- (4) A scoreboard associated with an outdoor athletic field, which is to be reviewed as part of a site plan review.
- (5) A sports league sponsor sign (banner or rigid) that is temporarily affixed to a fence on an outdoor athletic field, which is subject to other regulations as may be adopted by the Village Board.
- (6) A sign that is not visible from a public right-of-way.
- (7) Murals as set forth in _____. (Let's discuss)

106.04 Internal conflict

More specific provisions of this chapter shall be followed in lieu of more general provisions unless the context otherwise requires. Additionally, the most restrictive provisions shall apply.

106.05 General rules of interpretation and definitions

- A. **General rules.** General rules of interpretation are set forth in Chapter 1 of the Municipal Code.
- B. **Words and phrases not defined.** Unless specifically defined in this section, words and phrases used in this chapter shall be interpreted so as to give them the meaning they have in common usage and to give this chapter its most reasonable application.
- C. **Words and phrases defined.** For the purpose of this chapter, certain words and phrases are defined in Appendix B and shall have the meaning ascribed to them, except where the context clearly indicates a different meaning.

106.06 Delegation of authority

If a provision in this chapter states that an elected official, department supervisor, or some other employee is to perform some act, such individual may designate, delegate, or authorize a subordinate to perform the act unless state law or the provision clearly specifies otherwise.

106.07 Website

The Village may create and maintain a website to share the key aspects of this chapter, including the sign districts map, in an interactive platform. If there is any discrepancy between such website and this chapter, this chapter controls.

106.08 Use of graphics, illustrations, headings, references, and editorial notes

- A. **Purpose.** Graphics, illustrations, headings, references, statutory citations, and editorial notes are included to improve the readability of this chapter and increase reader comprehension. Specifically, graphics and illustrations are included to help the reader visualize the meaning of the text. Headings and subheadings generally state the content of that section and are intended to help the reader quickly find information. References are included when the section is related to a state or local law or another section in this chapter. These are included to help the reader understand the relationship among various provisions. Editorial notes are included to supplement and/or further clarify a sentence or provision but are not part of this chapter.
- B. **Interpretation.** A graphic, illustration, heading, reference, statutory citation, or commentary note shall not govern, limit, modify, or in any manner affect the scope, meaning, or intent of any provision.
- C. **Effect of deficiency.** Because the text controls, no provision shall be held invalid by reason of any deficiency in any graphic, illustration, heading, reference, statutory citation, or editorial note.

106.09 Reference to state and federal law

If a provision in this chapter references a specific state or federal law, such reference shall be interpreted to mean the most current version of the referenced section at the time the reference is applied. If a referenced section is repealed and replaced by another section with comparable subject matter, the replacement section shall control. If a referenced section is repealed and not replaced, the repealed section shall control if it is determined by the Village attorney that the Village has the authority to apply the repealed language.

106.10 Copyright protection

This chapter contains images that are copyright protected and are denoted as such. All such images are used with permission of the copyright holder for the exclusive purposes of this chapter. Any images subject to copyright protection may be reproduced as part of this chapter and are subject to the open records law of Wisconsin, but may not be used in other works without the permission of the copyright holder.

106.11 Severability

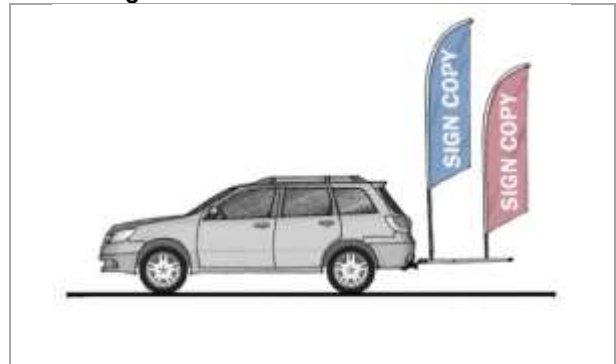
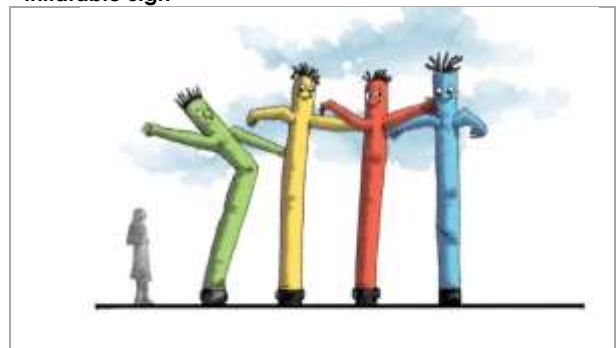
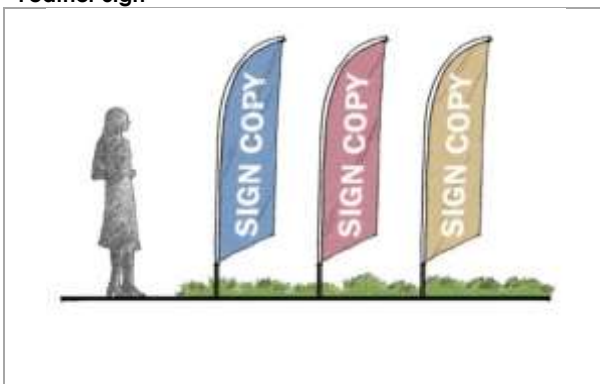
If any clause, sentence, paragraph, section, or part of this chapter be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remaining portions of this chapter, but shall be confined in its operation to such part in which said judgment shall have been rendered.

106.12 to 106.29 Reserved

ARTICLE 2 GENERAL STANDARDS AND REQUIREMENTS

106.30 Prohibited signs

- A. **Intent.** Some specific signs and classes of signs, provide little value while harming community aesthetics and/or the public welfare.
- B. **Undefined signs.** A sign not specifically allowed in this chapter is prohibited.
- C. **Unauthorized signs on public property.** A sign located on public property, including a public right-of-way, is prohibited unless specifically approved by the jurisdiction having authority over such public property.
- D. **Vehicle signs.** Vehicle signs are prohibited.
- E. **Inflatable signs.** Inflatable signs are prohibited.
- F. **Feather signs.** Feather signs are prohibited.
- G. **Roof signs.** Roof signs are prohibited.
- H. **Projected signs.** Projected signs (e.g., holographic) are prohibited.
- I. **Pylon signs.** Pylon signs are prohibited.
- J. Any sign that does not comply with state law, including § 944.21, Wis. Stats., is prohibited

Sample of Prohibited Signs**Vehicle Sign****Vehicle Sign****Signage in Public Right-of-way****Projected (holographic) Sign****Inflatable Sign****Inflatable Sign****Feather Sign****Roof Sign**

© Civic Webware

106.31 Dangerous and unmaintained signs

- A. **Intent.** In order to ensure public welfare and safety, and to promote community aesthetics, dangerous, and unmaintained signs shall be ordered removed from the property upon which they are located.
- B. **Abandoned signs.** All signs or sign messages should be removed for any business within 30 days by the owner or lessee of the premises, when the business it advertises is no longer conducted.
- C. **Dilapidated or deteriorated signs.** The Village Board or zoning administrator may seek the removal of a sign determined to be deteriorated or dilapidated subject to the procedures and requirements set forth in state law, including §§ 66.0413, Wis. Stats.
- D. **Maintenance and repair.** A sign that is allowed under this chapter, including nonconforming signs, must be maintained so that it is (1) safe, (2) clean, (3) in proper working condition, and (4) structurally sound.
- E. A sign must be kept neatly painted, including all metal parts and supports that are not galvanized or of rust-resistant material.
- F. The zoning administrator shall have the authority at any time to inspect and order the painting, repair, alteration, or removal of a sign which constitutes a hazard to the safety, health or public welfare by reason of inadequate maintenance, dilapidation, obsolescence, or change in local conditions.

106.32 General standards for all signs

- A. A sign shall not resemble, imitate, or approximate traffic or railroad signs, signals, or devices.
- B. A sign shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices.
- C. A sign shall not cause glare, mislead or confuse traffic, or impair driver visibility on public ways, private roadways, or adjoining properties.
- D. A sign shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, stairway, fire escape, or driveway.
- E. A sign shall not be attached to a standpipe or fire escape.
- F. A sign shall not be attached to a tree or painted on rocks.
- G. Balloons, ribbons, or any other attention-getting devices shall not be attached to a sign, including any supports.
- H. A sign shall not flash, blink, strobe, or be animated, except as specifically allowed in this chapter.
- I. A sign shall not oscillate or rotate, or move in any other manner.
- J. A sign shall not emit any sound, odor, or visible matter (e.g., bubbles, steam).
- K. A sign must comply with any state and local building codes as applicable.
- L. When a sign is authorized to contain electrical power or when a sign is illuminated by one or more external light fixtures, the electric wire providing the electric power to the sign or the light fixture must be placed underground.
- M. A sign shall not be placed on a telecommunication tower, except as required or permitted under the Village's zoning code.
- N. A sign shall comply with state law, including § 944.21, Wis. Stats.

106.33 Electronic message displays

- A. **Findings.** The Village Board makes the following findings regarding electronic message displays (EMDs):
 - (1) Electronic displays are designed to produce sufficient brightness to ensure clear legibility during daylight hours. However, daytime brightness settings are inappropriate for night-time viewing.
 - (2) Electronic displays that are too bright at night can be offensive and reduce the legibility of the display copy.
 - (3) Technology exists to control lighting levels, with scheduled dimming based on sunset-sunrise tables or with photocells.

- (4) Appropriate standards are necessary to ensure electronic displays do not become a nuisance to surrounding property owners or pedestrians or a distraction to passing motorists.

B. **General standards.** An electronic message display when allowed by this chapter must comply with the following minimum standards:

- (1) An electronic message display must be equipped with technology the sign owner can use to program lighting levels to comply with the lighting standards in this section (i.e., automatic dimming).
- (2) Except for time and temperature displays, the message shall remain static at least 60 second before the next message appears.
- (3) No part of the message can flash, fade in or out, or otherwise create the appearance of movement.
- (4) There shall be no transition between messages (i.e., no traveling, scrolling, dissolving, or fading).
- (5) The electronic message display must be turned off by 11:00 pm each day or 30 minutes after the close of the business on the premises whichever is later and shall remain off until 5:00 am or one hour before the business is open, whichever is earlier, the following day.
- (6) An electronic message display may not be located on more than one sign (i.e., one per parcel) if such other sign is otherwise allowed.
- (7) An electronic message display must be placed, designed, and constructed to be an integral part of the sign to which it is attached.
- (8) An electronic message display must be located more than 100 feet from an electronic message display on an adjoining parcel.
- (9) By installing an electronic message display the property owner agrees to cooperate with the zoning administrator in testing the illuminance of the display.
- (10) Lighting levels shall not exceed 0.1 footcandles over ambient lighting conditions at the property boundary line of a residential property or 0.2 footcandles over ambient lighting conditions at the property boundary line of a commercial, industrial, or institutional property.
- (11) Lighting levels shall not exceed 0.3 footcandles over ambient lighting conditions when measured at the specified distance in the table below, based on the size of the display. The publication titled "Night-time Brightness Level Recommendations for On-Premise Electronic Message Centers," as published by the International Sign Association, describes how lighting levels are to be measured. A copy of this publication is available from the building inspector.

| Sign Area (square feet) | Measurement Distance (feet) |
|------------------------------------|------------------------------------|
| 10 | 32 |
| 15 | 39 |
| 20 | 45 |
| 25 | 50 |
| 30 | 55 |
| 35 | 59 |
| 40 | 63 |

Note: The sign areas listed in this table are for illustration only. The Village's sign regulations may not allow the sign areas listed. For signs areas not listed, the measurement distance is calculated with the following formula:

$$\text{Measurement distance} = \sqrt{\text{Area of sign area (in square feet)} \times 100}$$

106.34 Electric signs

A sign contractor or other qualified individual may install electric signs and install ballasts, high-voltage transformers, lighting tubes, and other components, but may not do any work that is otherwise regulated by the National Electrical Code or other Village regulation such as connecting an electric sign to the primary branch circuit.

106.35 to 106.49 Reserved

ARTICLE 3 SPECIFIC STANDARDS AND REQUIREMENTS BY SIGN TYPE

106.50 Awning signs

- A. The awning, whether existing or proposed, must be conforming to all applicable regulations.
- B. The awning, whether existing or proposed, must be made of an opaque material.
- C. The awning must be located above the primary public access or windows that face the parking lot or public street.
- D. An awning sign must complement the scale and proportion of the awning, and compliment the architectural style of the building on which it is to be attached.
- E. When located above a walkway, the bottom edge of the awning must be at least 8 feet above the surface of the walkway.
- F. The sign shall only be placed on the valance (i.e., the vertical flap of the canopy) that is parallel to the face of the building.
- G. If the awning extends over public property (e.g., above a public sidewalk in a street right-of-way), the property owner must obtain a hold harmless agreement, or equivalent written approval, from the entity having jurisdiction over the public property.

106.51 Marquee signs

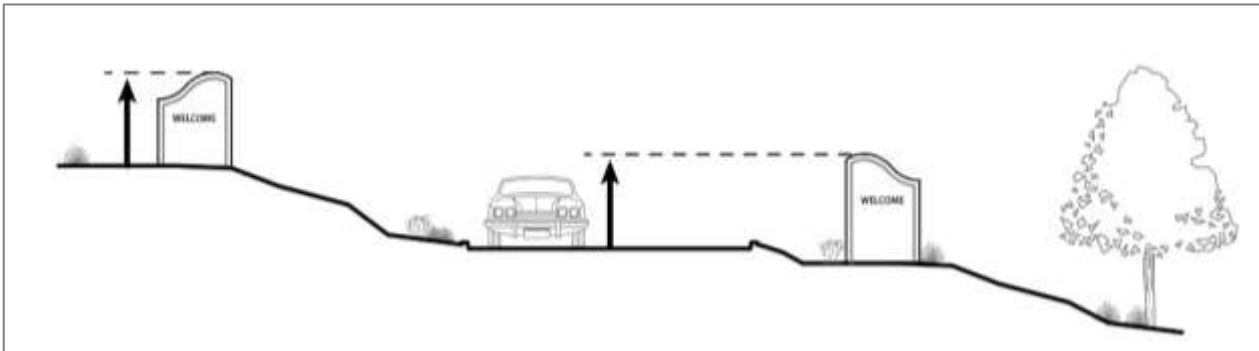
- A. The marquee, whether existing or proposed, must be conforming to all applicable regulations.
- B. The marquee must be located above the primary public access.
- C. A marquee sign must complement the scale and proportion of the marquee, and compliment the architectural style of the building on which it is to be attached.
- D. When located above a walkway, the bottom edge of the marquee must be at least 8 feet above the surface of the walkway beneath the canopy.
- E. The sign shall only be placed on the vertical surface of the marquee.
- F. If the marquee extends over public property (e.g., above a public sidewalk in a street right-of-way), the property owner must obtain a hold harmless agreement, or equivalent written approval, from the entity having jurisdiction over the public property.

- G. The area of a marquee sign without a distinctive border or background is the smallest rectangle encompassing all words, letters, figures, emblems, and other elements of the sign message. The area of a marquee sign with a distinctive border and/or background is the smallest rectangle encompassing the border or background.

106.52 Monument signs

- A. A monument sign must comply with all applicable building regulations, along with any additional construction standards in this chapter.
- B. Lighting for a monument sign must comply with the National Electrical Code (NEC).
- C. Balloons, ribbons, or any other attention-getting devices shall not be attached to a monument sign, including the support structure.
- D. Landscaping must be provided and maintained around the base of the sign for a minimum distance of 5 feet. Such landscaping must consist of small shrubs, perennial/annual plants, ground cover, or a combination thereof so as to not block or interfere with the sign message. Upon petition, and with good cause, the **zoning administrator** may allow an exception to this requirement.
- E. The base of a monument sign must be covered with brick, stone, split-face masonry block, wood, stucco, or other material that complements the exterior building materials on the principal building.
- F. The width of the base of a monument sign must be at least 80 percent of the width of the sign face.
- G. A monument sign must be located at least 5 feet from a public street right-of-way.
- H. A monument sign must be located at least 15 feet from an access drive.
- I. A monument sign must be self-supporting (i.e., no guy wires or the like).
- J. A monument sign must be attached to a permanent foundation set in the ground that complies with the requirements of the International Building Code (IBC) adopted at the time of the permit application.
- K. A monument sign shall not unreasonably obstruct the view of a conforming sign on another property.
- L. Electric service to a monument sign must be concealed (e.g., placed underground).
- M. A monument sign shall not be placed within the vision clearance area except as may be allowed by the Municipal Code.
- N. If internally illuminated, the sign face of a monument sign must be constructed with an opaque surface to allow internal light to project only through the cut-out lettering and/or logos.
- O. The height of monument sign is measured from the surrounding grade to the top of sign. If the monument sign is located within 50 feet of the edge of the street and the surrounding grade is below the grade of the abutting street, then the sign height is measure from the street grade to the top of the sign as indicated below.

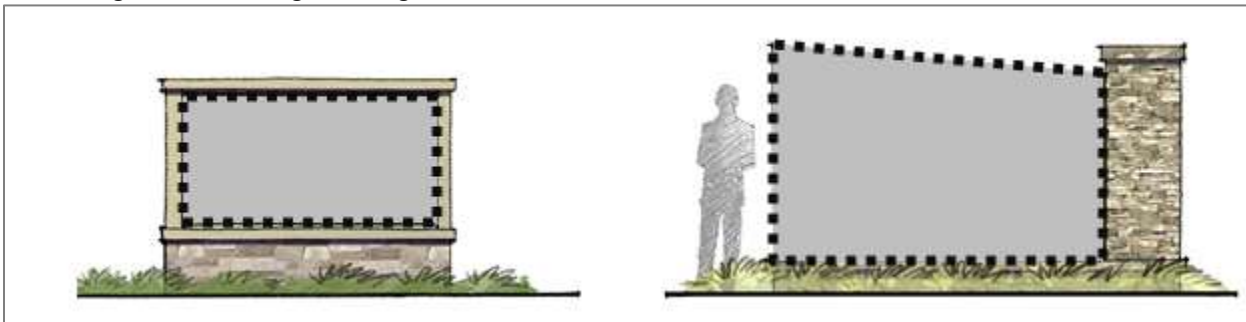
Measuring the height of a monument sign



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- P. The area of a monument sign is the actual area of the sign face. If a monument sign is three-dimensional, the sign area is the area of the object projected on a flat surface. The horizontal base, the vertical pillars, brackets, and other supports are not included in the area calculation.

Measuring the area of a ground sign



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106.53 Projecting signs

- A. A projecting sign must complement the scale, proportion, and architectural style of the building on which it is to be attached.
- B. The bottom of the projecting sign must be at least 8 feet above grade and the top of the sign must not extend higher than the face of the building wall on which it is attached.
- C. If a projecting sign extends over public property (e.g., above a public sidewalk in a street right-of-way), the property owner must obtain a hold harmless agreement, or equivalent written approval, from the entity having jurisdiction over the public property.
- D. The area of a projecting sign is the area of the sign face. If a projecting sign is three-dimensional, the sign area is the largest area of the object projected on a flat surface. Brackets and other supports are not included in the area calculation.
- E. The maximum distance a projecting sign can extend past the face of the building on which it is attached is based on the distance from the grade below the sign to the bottom of the sign as follows:
 - 2.5 feet from building face for a sign 8 to 10 feet above grade
 - 3 feet from building face for a sign 11 to 13 feet above grade
 - 4 feet from building face for sign 14 to 16 feet above grade
 - 5 feet from building face for a sign more than 16 feet above grade

In no event can a projecting sign be closer than 3 feet to the curb line of a street or internal vehicle use area including internal drives and parking areas.

106.54 Sidewalk signs

- A. A sidewalk sign must be freestanding and at sidewalk grade level.
- B. A sidewalk sign shall not have other attention-getting devices, such as balloons and ribbons, attached to them.
- C. A sidewalk sign must be securely weighted or otherwise designed to not shift, move, or topple over in the wind or present a hazard to the public.
- D. A sidewalk sign must be located within 10 feet of the primary access to the business.
- E. A sidewalk sign placed on a public sidewalk (i.e., within the street right-of-way) must be kept inside the business when the business is closed.
- F. A sidewalk sign placed on a public sidewalk (i.e., within the street right-of-way) shall not be located closer than 10 feet to another authorized sidewalk sign.
- G. A sidewalk sign placed on a public sidewalk (i.e., within the street right-of-way) shall not obstruct vehicular/bus stops, benches, fire hydrants, or other features located legally in the right-of-way.

- H. A sidewalk sign placed on a public sidewalk (i.e., within the street right-of-way) must leave a minimum of 5 feet of contiguous clear sidewalk space for pedestrian movement.
- I. A sidewalk sign placed on a public sidewalk (i.e., within the street right-of-way) must be located at least one foot from the face of the street curb but not more than 4 feet, or the sign must be located within 3 feet of the building face.
- J. If the sidewalk sign is placed on a public sidewalk (i.e., within the street right-of-way) the property owner must obtain a hold harmless agreement, or written equivalent approval, from the entity having jurisdiction over the public property.
- K. The area of a sidewalk sign is the actual area of the sign face.

106.55 Suspended signs

- A. The feature to which the suspended sign is attached must be conforming to all applicable regulations.
- B. A suspended sign must be perpendicular to the face of the exterior wall.
- C. The bottom of a suspended sign must be at least 8 feet above the surface of the walkway beneath the sign.
- D. A suspended sign must be located above the primary public entrance.
- E. If a suspended sign extends over public property (e.g., above a public sidewalk in a street right-of-way), and the arcade, awning, or marquee to which it is attached is not subject to a hold harmless agreement, or written equivalent, the property owner must obtain a hold harmless agreement, or written equivalent approval, from the entity having jurisdiction over the public property.
- F. The area of a suspended sign is the actual area of the sign face. If a suspended sign is three-dimensional, the sign area is the area of the object projected on a flat surface. Brackets and other supports are not included in the area calculation.

106.56 Wall signs

- A. A wall sign must comply with all applicable building regulations, along with any additional construction standards in this chapter.
- B. Lighting for a wall sign must comply with the National Electrical Code (NEC).
- C. Balloons, ribbons, or any other attention-getting devices shall not be attached to a wall sign.
- D. A wall sign must complement the scale, proportion, and architectural style of the building on which it is to be attached.
- E. A wall sign must not project from the wall on which it is attached by more than 8 inches.
- F. A wall sign must not extend above the wall face on which the sign is located.
- G. A wall sign shall be placed on an exterior wall that is designed and constructed with sufficient strength to support such signage.
- H. If a wall sign is internally lit (e.g., cabinet sign), the background of the sign face must be opaque to allow the internal light to project only shine through the cut-out lettering and/or logos. Channel letters may be opaque with backlit halo lighting or translucent.

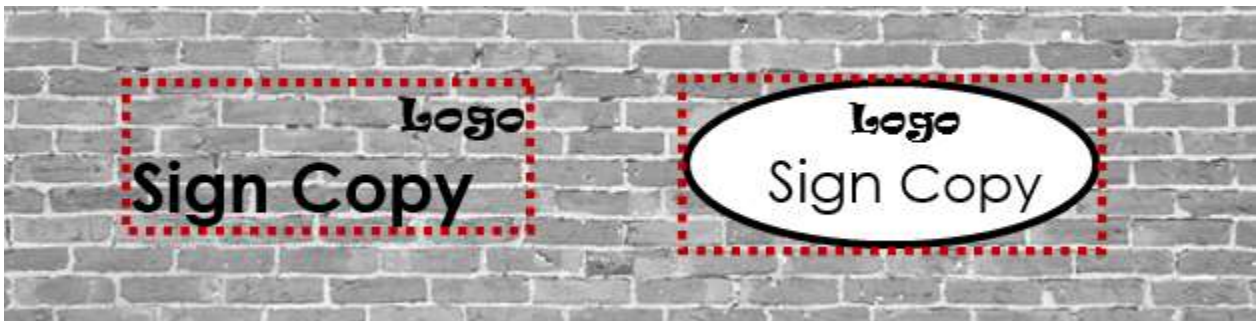
Not Permitted – A sign with translucent background**Nighttime****Daytime****Permitted – A sign with an opaque background****Nighttime**

© Signs Plus

Daytime

© Signs Plus

- I. The area of a wall sign without a distinctive border or background is the smallest rectangle encompassing all words, letters, figures, emblems, and other elements of the sign message. The area of a wall sign with a distinctive border and/or background is the smallest rectangle encompassing the border or background.

Measuring the area of a wall sign

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106.57 Window signs

- A. A window sign shall not be placed on a door window or window so as to constitute a hazard for pedestrian or guest traffic and safety.
- B. A window sign may be painted/adhered on the interior or exterior pane of glass. All other signs must be placed within the building.
- C. The area of a window sign without a distinctive border and/or background is the smallest rectangle encompassing all words, letters, figures, emblems, and other elements of the sign message. The area of a window sign with a distinctive border and/or background is the small rectangle encompassing the border or background.

Measuring the area of a window sign

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106.58 to 160.79 **Reserved**

ARTICLE 4
PERMISSIBLE SIGNAGE

106.80 Sign districts

The following sign districts are established and are depicted on the Village's adopted sign districts map:

- SD-01** North Rochester Street Corridor
- SD-02** South Rochester Street Corridor
- SD-03** Village Center
- SD-04** Neighborhood Commercial
- SD-05** Institutional
- SD-06** General Industrial
- SD-07** Multi-Family Residential
- SD-08** General Residential
- SD-09** Public Park & Open Space
- SD-10**
- SD-11**

106.81 Permissible signage by sign district

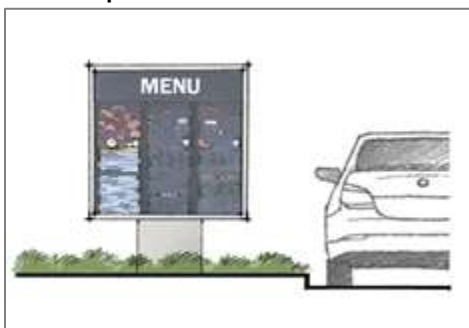
Appendix A specifies what type of signs are allowed in various parts of the Village along with related standards and requirements. Such signage other than supplemental is however only allowed on developed parcels, with the exception of the Public Parks and Open Space district. For purposes of this section, a property that has a

building with an assessed value of \$25,000 or more is prima facie evidence the property is developed. If a property is undeveloped, the only signage that is allowed is supplemental signage as set forth in § 160.

106.82 Permissible signage by use

- A. **Generally.** In addition to the signage that is allowed by sign district (above), additional signage is allowed for those land uses listed in this section. In the event the land use associated with the additional signage as allowed in this section is no longer in operation, such signage must be removed within 30 days following the cessation of the specified use unless otherwise specifically allowed in this chapter.
- B. **Restaurant with drive-through.** A parcel with a restaurant with a drive-through may have two menu boards for each drive-through lane, provided (1) the menu board is placed within 6 feet of the drive-through lane, (2) the total of all menu boards is no more than 32 square feet for each drive-through lane; and (3) orders are taken via the menu board. The menu board may be static or consist of an electronic message display in whole or in part.

An example of a menu board



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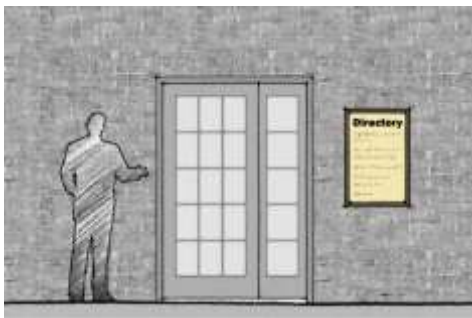
- C. **Restaurant with drive-in service.** A parcel with a restaurant with drive-in service may have a menu board, provided (1) the menu board is next to the parking space, (2) the menu board is no more than 3 square feet; and (3) orders are taken via the menu board.
- D. **Fuel station.** A parcel with a fuel station as may be allowed by the Village's zoning regulations may have a fuel canopy with signage on the vertical face, provided (1) the sign does not extend above or below the horizontal edge of the canopy face, (2) the sign faces a public road, and (3) the sign copy does not exceed 25 percent of the canopy face.

An example of a fuel canopy



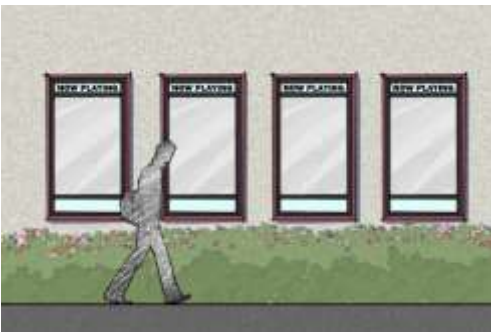
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- E. **Multi-tenant commercial building with single entrance.** A building with a single entrance serving multiple businesses may place a business directory on the wall, provided (1) the sign area does not exceed 7 square feet, (2) the edge of the sign face is located within 2 feet of the entrance/adjoining windows, and (3) the sign copy is static.

An example of Multi-Tenant Directory

© Civic Webware

- F. **Movie theater.** A movie theater may have additional wall signage on the front face of the building, provided (1) each individual sign does not exceed 6 square feet, (2) the wall signs are grouped together in a single row; (3) lighting is limited to gooseneck fixtures; (4) the sign copy is static, and (5) the number of signs is limited based on the number screens as follows: 1 screen – 2 signs; 2 screens – 3 signs; 3 screens – 5 signs; 4 screens – 7 signs; 5 screens – 9 signs; and 6 screens or more – 11 signs.

An example of movie theater placards

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- G. **Business park identification.** In those instances where a business park is established with 6 or more individual parcels, a monument sign may be placed by the entrance to the business park (1) within the public right-of-way, with the approval of the jurisdiction with control of the right-of-way; (2) in an outlot, provided the outlot is owned by the Village or all of the lot owners within the business park; or (3) within an easement, provided the easement is approved by the Village and all of the property owners in the business park have a real estate interest in the easement. Such monument sign must comply with the following standards:
- (1) **Maximum area:** 32 square feet
 - (2) **Maximum height:** 6 feet
 - (3) **Illumination:** Internal, gooseneck fixtures, ground-mounted
 - (4) **Display type:** Static
 - (5) **Permit requirements:** A sign permit is required
- H. **Subdivision identification.** In those instances where a residential subdivision is established with 5 or more individual parcels, not including outlots, a monument sign may be placed by the entrance to the subdivision (1) within the public right-of-way, with the approval of the jurisdiction with control of the right-of-way; (2) in an outlot, provided the outlot is owned by the Village or all of the lot owners within the subdivision, or (3) within an easement, provided the easement is approved by the Village and all of the property owners in the subdivision park have a real estate interest in the easement. Such monument sign must comply with the following standards:
- (1) **Maximum area:** 32 square feet

- (2) **Maximum height:** 6 feet
- (3) **Illumination:** Internal, gooseneck fixtures, ground-mounted
- (4) **Display type:** Static
- (5) **Permit requirements:** A sign permit is required

106.83 Supplemental signage

In addition to the signage allowed in the other sections, an owner is allowed additional signage as specified in Appendix A that can be used for a wall sign (permanent or temporary) and/or a free-standing sign. Such signage may be used for commercial speech and non-commercial speech, including political messages and for indicating the property is for sale, rent, or lease.

106.84 to 106.99 Reserved

ARTICLE 5 ADMINISTRATION

106.100 Permits required

It shall be unlawful for any person to alter, erect, construct, relocate, enlarge, change copy, or structurally modify any sign in the Village, or cause the same to be done without first obtaining a sign permit for each sign as required by this chapter. Permits are not required for cleaning and other normal maintenance or repair of the sign or sign structure or to change the copy for the same business.

106.101 Inspection

The applicant shall, upon completion of the installation, relocation, or alteration of a sign, notify the zoning administrator within 10 days of such date. The zoning administrator may thereafter inspect the sign to ensure it complies with the permit.

106.102 Sign districts map

- A. **Title.** The map that depicts the location of the various sign districts shall be titled "Sign Districts, Village of Mukwonago."
- B. **Official sign districts map.** The Village clerk shall maintain one paper copy of the sign districts map which shall be signed by the mayor and attested by the village clerk. If there is a discrepancy between this sign districts map and other maps as may be made available, the map maintained by the village clerk shall control in all instances.
- C. **Availability.** The sign districts map maintained by the village clerk shall be available for public inspection upon request. The village clerk or zoning administrator may post the map on the Village's website and otherwise make and distribute copies in a manner deemed appropriate.
- D. **Preparation of a new map.** In the event the sign districts map maintained by the village clerk is damaged, lost, or destroyed, and after each amendment, the zoning administrator shall prepare a new sign districts map and submit it to the mayor and village clerk for signature.
- E. **History of amendment.** The sign districts map maintained by the village clerk may include a descriptive history of recent amendments that have been made, indicating the ordinance number and date of action.
- F. **Archive of superseded maps.** The village clerk should maintain a permanent archive of superseded sign districts maps.
- G. **Amendment.** The procedure and requirements to amend the sign districts map are set forth in § 106.109.

106.103 Permit issuance or denial (Decision criteria)

The zoning administrator, or designee, will issue a sign permit when (1) the permit application is properly made, (2) all appropriate fees have been paid, and (3) the proposed sign complies with the applicable provisions of this chapter. If a sign permit is denied, written notice of the denial must be given to the applicant, together with a written statement of the reasons for the denial.

106.104 Sign permit

- A. **Completeness.** Sign applications must contain all pertinent information as required on the form, and any additional information as may be required by the building inspector.
- B. **Review.** Sign permit applications must be filed with the zoning administrator, or designee, who shall review the application for accuracy and completeness. The zoning administrator, or designee, is authorized to issue permits when he or she determines that the proposed signage complies with all applicable provisions set forth in this chapter.
- C. **Approval period.** A sign permit shall become null and void if work authorized under the permit has not been completed within six months of the date of issuance. Prior to such expiration, the property owner may request an extension to this time period and the zoning administrator may approve an extension with good cause.

106.105 Enforcing officer

The zoning administrator shall enforce this chapter and shall perform the following duties:

- (1) Issue permits and conduct inspections of property to determine compliance with the terms of this chapter;
- (2) Establish and enforce necessary or desirable regulations in writing, clarifying or explaining any provision of this chapter;
- (3) Receive and file any application for exceptions or appeals; and
- (4) Maintain permanent and current records of this chapter, including but not limited to the following: all permits, plans, exceptions and appeals.

106.106 Administrative appeal

A person may appeal an administrative decision made by the zoning administrator under this chapter to the Zoning and Building Board of Appeals within 30 days of the date of the decision being appealed.

106.107 Nonconforming signs

- A. **Change of copy.** The copy of a nonconforming sign may be changed.
- B. **Change of sign face.** The face of a nonconforming sign may be changed provided the zoning administrator determines that the other features of the sign are structurally sound and properly maintained.
- C. **Change in location.** A nonconforming sign shall not be relocated.
- D. **Change in area.** The area of a nonconforming sign shall not be enlarged or reconfigured in any manner.
- E. **Change in height.** A nonconforming sign shall not hereafter be placed higher even though the height is otherwise permitted.
- F. **Change in lighting.** A nonconforming sign that is not illuminated may not hereafter be illuminated even though such lighting may be otherwise permitted. A nonconforming sign that is illuminated may not hereafter be illuminated in any other manner even though such lighting may be otherwise permitted, except to bring the existing lighting into compliance (e.g., removal of exposed light bulbs).
- G. **Change to an electronic message display.** A nonconforming sign with a static display shall not be changed, in whole or in part, to an electronic message display even though it may be otherwise permitted.
- H. **Temporary signs.** A nonconforming sign that is temporary in nature must conform with all applicable standards or be removed within 30 calendar days of the date the sign became nonconforming or within a

lesser time period specified by the zoning administrator if he or she determines that the sign poses an unacceptable risk to public health or safety.

- I. **Ongoing maintenance and safety.** A nonconforming sign must comply with all applicable provisions in this chapter related to safety, maintenance, and repair.
- J. **Abandonment.** A nonconforming sign that is abandoned for more than 60 days shall thereafter be made to conform with all applicable standards or be removed.
- K. **Reconstruction following damage.** A nonconforming sign that is damaged by violent wind, vandalism, fire, flood, ice, snow, mold, or infestation on or after March 2, 2006, may be restored to its condition (e.g., size, location, and use) prior to the damage, except the sign may be larger when necessary to comply with state or federal requirements.

106.108 Loss of nonconforming status











A nonconforming sign that is moved to another location or is used or modified in a way that is not specifically allowed in this chapter, is no longer considered to be a nonconforming sign and must therefore conform with all applicable standards in effect on the date of such work or be removed within 45 calendar days of the date the zoning administrator makes such determination in writing, or within a lesser time period specified by the zoning administrator if he or she determines the sign poses an unacceptable risk to public health or safety.

106.109 Amendments

- A. **Generally.** This chapter, including the map depicting the various sign districts, may be amended from time to time.
- B. **Initiation.** Amendments may be initiated by (1) a citizen or property owner of the Village, (2) the Plan Commission, (3) Village Board, or (4) zoning administrator, or designee.
- C. **Plan Commission recommendation.** If the Plan Commission did not initiate the proposed amendment, the Plan Commission must evaluate the proposed amendment and make a recommendation to the Village Board.
- D. **Public hearing.** The Village Board must hold a public hearing preceded by a Class 2 notice as set forth in §§ 985.01(1m) and 985.07, Wis. Stats.
- E. **Decision.** The Village Board may (1) approve the proposed amendment with or without revision, (2) deny the proposed amendment, or (3) refer the proposed amendment to the Plan Commission for further review and consideration.

106.110 Rules for amending the sign districts map

Some of the sign districts are intended to create uniform sign standards along street corridors. Therefore, parcels within the following districts must be contiguous to at least one other parcel in the same district:

| | |
|---|---|
| SD-  |  |
| SD-  |  |
| SD-  |  |
| SD-  |  |
| SD-  |  |

106.111 Application forms

The zoning administrator is authorized to prepare application forms and other materials related to this chapter and amend them from time to time.

106.112 Other approvals

It is the responsibility of those undertaking development projects within the Village to obtain all applicable permits and other approvals as may be required by the Village, Walworth County, Waukesha County, and federal and state authorities.

106.113 Application fees and other charges

- A. **Assessment of fees.** The Village Board may by resolution establish and revise application fees and other charges it deems necessary in the administration of this chapter.
- B. **After the fact fees.** The Village Board may establish an “after-the-fact” fee for any procedure it deems appropriate. Payment of such fees shall not release the applicant from full compliance with this chapter nor from prosecution for a violation of this chapter.
- C. **Timing for payment.** Application fees must be paid before issuance of the permit.
- D. **Refunds.** Application fees are nonrefundable, except when the application and fee were accepted by the Village staff in error.

106.114 Effect of an outstanding violation

If the zoning administrator or the building inspector determine that a parcel is in violation of (1) this chapter, (2) the Village's zoning regulations, or (3) any applicable building code, no permit or approval of any kind shall be granted under this chapter that would benefit such parcel, except to correct the violation or as may be required by state law.

106.115 Effect of an outstanding obligation

No permit or approval of any kind shall be granted under this chapter that would benefit a parcel for which taxes, assessments, special assessments, or other required payments are delinquent and unpaid.

106.116 Penalties

A person who fails, for whatever reason, to comply with the provisions of this chapter shall, upon conviction thereof, forfeit not less than \$50.00 nor more than \$500.00 and any costs of prosecution for each violation. Each day a violation exists or continues shall constitute a separate offense. If any specific ordinance imposes a greater penalty, then that ordinance shall govern the amount of the penalty.

Appendix A. Permissible Signs by Location

SD-## Name (SAMPLE for Layout Only)

Awning Sign (Section 106.50)

Maximum area: 8 inches in height and 35 percent of the length of the valance

Illumination: none

Display type: Static

Permit requirements: A sign permit issued by the zoning administrator is required

Monument Sign (Section 106.52)

Maximum number: 1 for each street frontage exceeding 100 feet; at the owner's discretion a monument sign or a pylon sign is allowed (i.e., one or the other, but not both)

Maximum area: 50 square feet

Maximum height: 12 feet

Illumination: Internal, gooseneck fixtures, ground-mounted if sign is 8 feet or less in height

Display type: Static; up to 50 percent of sign area can be an electronic message display (EMD) per § 106.33

Permit requirements: A sign permit issued by the zoning administrator is required

Wall Sign (Section 106.57)

Maximum number: 1 for each street frontage (per business)

Maximum area: Total of wall sign and monument sign not to exceed 150 square feet if street frontage is less than 200 feet or 300 square feet if street frontage is 200 feet or more

Sign type: Channel letters, cabinet, flat panel

Illumination: Internal if channel letters or cabinet, gooseneck fixtures if flat panel

Display type: Static

Permit requirements: A sign permit issued by the zoning administrator is required

Supplemental Signage (Section 106.83)

Maximum area: 40 square feet

Permit requirements: A sign permit issued by the zoning administrator is required only if the signage will be permanently installed or if the zoning administrator has not issued a permit for the subject property after [REDACTED], 2021.

Signage Not Permitted

- Marquee Sign
- Projecting Sign
- Sidewalk Sign
- Suspended Sign
- Window Sign

Appendix B

Definitions

Administrative appeal An action taken by an aggrieved party alleging the reviewing authority, acting in an administrative capacity, made an error in making a final decision or failed to act as required.

Awning A sloped, roof-like feature that projects beyond the face of an exterior wall. An awning is typically placed above a door or window to provide protection from the sun and precipitation. An awning can be constructed of various materials, including metal, fabric, or plastic. An awning may be non-retractable or retractable so as to fold up against the building when not in use. (Also see marquee)

Backlight letter A channel letter, with an open or translucent back, that is illuminated. Light is directed against a surface behind the letter, producing a halo effect.

Ballast An electrical device used in fluorescent lights to stabilize the flow of the electrical current.

Building code Those regulations adopted by the Village of Mukwonago or the state of Wisconsin that regulate the construction, repair, alteration, and maintenance of buildings and related structures.

Building face That portion of a building, which is parallel or nearly parallel to an abutting street.

Building inspector The person so designated by the Village of Mukwonago or his/her designee.

Cabinet sign A sign structure comprised of a frame and face or faces. Though a cabinet sign may include electrical components or support structure, the term only refers only to the frame and face.

Channel letter A three-dimensional letter that may include an internal light source.

Copy See sign copy

Dynamic sign display See electronic message display

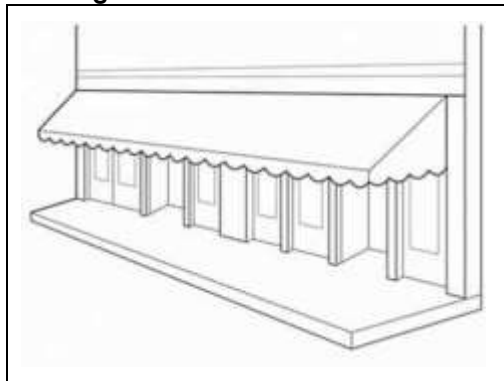
Electronic message center See electronic message display

Electronic message display (EMD) A sign message that can change by electronic means. (In contrast, see static display.)

Electronic reader board See electronic message display

Exterior lighting Lighting that is mounted some distance from the face of the sign. Depending on the location, exterior lighting may be limited to lighting mounted on the ground or from above. (In contrast see and internal lighting)

Awning



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Backlit Letters



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Gooseneck fixture A light fixture characterized by a wall-mounted arm attached to a shade that directs light towards the building face or structure on which it is attached.

Halo lighted letter See backlighted letter

Footcandle A unit of illumination equal to that given by a source of one candela at a distance of one foot. One footcandle is equivalent to one lumen per square foot or 10.764 lux.

Inflatable sign A sign that is inflated with air or gas, and which may be stationary or have moving parts. The term includes “dancing man” inflatables.

Internal lighting Lighting located within the sign element. (In contrast see exterior lighting)

Marquee A flat, roof-like feature that projects beyond the face of an exterior wall. A marquee is typically placed above a door or window to provide protection from the sun and precipitation. (Also see awning)

Monument sign A freestanding sign that is affixed to the ground with a decorative base below the sign face and which may include vertical posts or pillars on one or both of the ends.

Mural A one-of-a-kind original artwork that _____. (Let's discuss).

Menu board A sign that allows a retailer to list products and prices and is associated with a drive-through window.

National Electrical Code (NEC) A code developed by the National Fire Protection Association (NFPA), and which may be adopted by cities and states to regulate electrical wiring and installations.

Nonconforming sign A sign that does not meet current code regulations but was permitted under a previous ordinance or regulation.

Person Any individual, firm, corporation, association, company, partnership, or organization of any kind.

Pole sign See pylon sign

Pylon sign A sign mounted on one or two vertical poles.

Projecting sign A sign, other than a wall sign, that is attached to and projects more than 8 inches from a structure or building face.

Readerboard See electronic message display

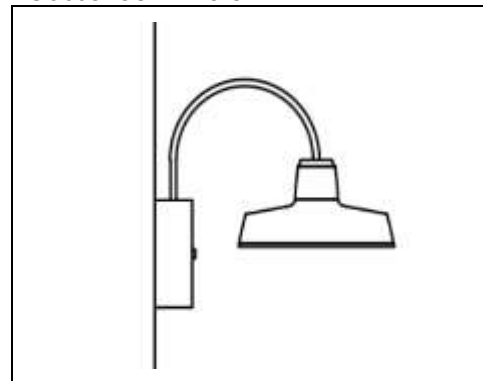
Roof sign A sign erected upon, against, or above a roof.

Sandwich board sign See sidewalk sign

Sidewalk sign A freestanding, internally weighted portable sign frequently but not exclusively having the cross-sectional shape of an A.

Sign Any device, structure, fixture, painting, or visual image using words, graphics, symbols, numbers, or letters designed for the purpose of conveying information or attracting attention.

Gooseneck Fixture



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Marquee



© Civic Webware

Sign copy The advertising message, announcement, or decoration on a sign surface, including lettering, logos, graphics, and the like.

Sign districts map The map adopted by the Village Board that shows the locations of various districts and other features used in the administration of the sign regulations as more fully set forth in § 106.820 of the municipal code. While there may some similarity to the adopted zoning map, they are unrelated and serve different purposes.

Static display A sign message that does not change by electronic means. The term includes fuel prices on a free-standing sign. (In contrast see electronic message display)

Suspended sign A sign installed below and supported by a canopy or similar feature.

Transformer Electrical equipment that converts incoming voltage and current to a different outgoing voltage and current.

Under-canopy sign See suspended sign

Vehicle sign A sign mounted, painted, or otherwise placed on a trailer, truck, automobile, or other vehicle that is parked within a public right-of-way or on private property so as to be visible from the right-of-way. However, this does not include signs affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.

Village Board The Village of Mukwonago Village Board.

Vision clearance (area) Shall have the meaning set forth in § [redacted] of the Municipal Code.

Wall sign A sign that is permanently or temporarily affixed to the face of an exterior wall of a building and does not project more than 8 inches from the face of the wall.

Window sign A sign located inside of a building that is visible from outside the premises and is within 16 inches of an exterior window or door.

Zoning administrator The person so designated by the Village of Mukwonago or his/her designee.

Zoning regulations All of the requirements set forth in Chapter 102 of the Municipal Code.

Working draft for staff review

Printed October 12, 2023

| Series | Land Use | B-1 | VC-2 | VC-1 | VC-3 | B-8 | B-7 | B-6 | Secondary Review |
|----------------------------|--|-----|------|------|------|-----|-----|-----|------------------|
| 1 Residential | | | | | | | | | |
| 1.01 | Manufactured home park | - | - | - | - | - | - | - | SPAR,ZP |
| 1.02 | Mixed-use housing (new) | C | C | P | C | P | P | P | SPAR,ZP |
| 1.03 | Multi-family, 2 units | - | P | - | C | - | - | - | ZP |
| 1.04 | Multi-family, 3 to 8 units | - | C | - | - | - | - | - | SPAR,ZP |
| 1.05 | Multi-family, 9 to 15 units | - | - | - | - | - | - | - | SPAR,ZP |
| 1.06 | Multi-family, more than 15 units | - | - | - | - | - | - | - | SPAR,ZP |
| 1.07 | Single-family dwelling | P | P | P | P | - | - | - | ZP |
| 1.08 | Townhouse, 2 units | - | C | - | C | - | - | - | ZP |
| 1.09 | Townhouse, 3 to 8 units | - | C | - | C | - | - | - | SPAR,ZP |
| 1.10 | Townhouse, 9 to 15 units | - | - | - | - | - | - | - | SPAR,ZP |
| 1.11 | Townhouse, more than 15 units | - | - | - | - | - | - | - | SPAR,ZP |
| 2 Special Care Facilities | | | | | | | | | |
| 2.01 | Adult care facility, assisted living | - | P | P | P | - | - | - | SPAR,ZP |
| 2.02 | Adult care facility, continuum of care | - | C | P | C | P | P | P | SPAR,ZP |
| 2.03 | Adult care facility, nursing home | - | C | P | C | P | P | P | SPAR,ZP |
| 2.04 | Adult family home | - | P | - | P | - | - | - | ZP |
| 2.05 | Community living arrangement, 8 or fewer residents | - | P | - | P | - | - | - | ZP |
| 2.06 | Community living arrangement, 9 to 15 residents | - | C | - | C | - | - | - | ZP |
| 2.07 | Community living arrangement, more than 15 residents | C | C | C | C | C | - | C | SPAR,ZP |
| 2.08 | Foster home and treatment foster home | - | P | - | P | - | - | - | ZP |
| 2.09 | Group day care center | C | C | P | C | P | C | P | SPAR,ZP |
| 2.10 | Group day care center, company (new) | - | - | - | - | - | C | - | SPAR,ZP |
| 2.11 | Hospice care center (new) | C | C | C | C | C | - | P | SPAR,ZP |
| 2.12 | Temporary residential shelter | - | C | C | C | - | - | - | SPAR,ZP |
| 3 General Accommodations | | | | | | | | | |
| 3.01 | Boarding house | - | C | - | - | - | - | - | SPAR,ZP |
| 3.02 | Overnight lodging | - | P | P | - | P | P | P | SPAR,ZP |
| 4 Food & Beverage Services | | | | | | | | | |
| 4.01 | Banquet hall | C | - | C | - | P | P | P | SPAR,ZP |
| 4.02 | Craft brewery, winery, distillery (new) | - | - | C | - | C | C | C | SPAR,ZP |

| Series | Land Use | B-1 | VC-2 | VC-1 | VC-3 | B-8 | B-7 | B-6 | Secondary Review |
|--------|--|-----|------|------|------|-----|-----|-----|------------------|
| 4.03 | Food pantry (new) | C | C | C | - | - | - | C | SPAR,ZP |
| 4.04 | Restaurant, fast-food | - | - | C | - | P | P | P | SPAR,ZP |
| 4.05 | Restaurant, standard | C | | P | - | P | P | P | SPAR,ZP |
| 4.06 | Tavern | - | - | C | - | P | C | P | SPAR,ZP |
| 5 | Vehicle Rental, Sales, & Service | | | | | | | | |
| 5.01 | Heavy vehicle sales and service | - | - | - | - | C | C | C | SPAR,ZP |
| 5.02 | Truck stop (new) | - | - | - | - | C | C | - | SPAR,ZP |
| 5.03 | Truck-trailer rental establishment | - | - | - | - | - | - | - | SPAR,ZP |
| 5.04 | Vehicle fuel station | - | C | C | - | P | P | P | SPAR,ZP |
| 5.05 | Vehicle repair shop | - | - | - | - | - | - | - | SPAR,ZP |
| 5.06 | Vehicle sales and service | - | - | - | - | C | C | C | SPAR,ZP |
| 5.07 | Vehicle service shop | - | - | - | - | P | P | P | SPAR,ZP |
| 6 | General Sales & Services | | | | | | | | |
| 6.01 | Administrative services | C | - | P | - | P | P | P | SPAR,ZP |
| 6.02 | Adult-oriented establishment | - | - | - | - | - | - | - | SPAR,ZP |
| 6.03 | Body-piercing establishment (new) | C | - | C | - | P | P | P | SPAR,ZP |
| 6.04 | Business incubator (new) | - | C | C | - | C | - | P | SPAR,ZP |
| 6.05 | Commercial kennel | - | - | - | - | - | - | - | SPAR,ZP |
| 6.06 | Equipment rental, large | - | - | - | - | - | - | - | SPAR,ZP |
| 6.07 | Equipment rental, small | C | - | C | - | P | P | P | SPAR,ZP |
| 6.08 | Financial services | C | C | P | C | P | P | P | SPAR,ZP |
| 6.09 | Funeral home | C | C | - | - | P | P | P | SPAR,ZP |
| 6.10 | Garden supply or landscaping center | - | - | - | - | C | C | C | SPAR,ZP |
| 6.11 | General office | C | C | P | C | P | P | P | SPAR,ZP |
| 6.12 | General repair | C | - | C | - | P | P | P | SPAR,ZP |
| 6.13 | General retail, 15,000 square feet or less (new) | C | C | P | - | P | P | P | SPAR,ZP |
| 6.14 | General retail, more than 15,000 square feet (new) | - | - | - | - | P | P | C | SPAR,ZP |
| 6.15 | General services | C | C | P | - | P | P | P | SPAR,ZP |
| 6.16 | Home improvement center | - | - | - | - | P | P | C | SPAR,ZP |
| 6.17 | Instructional studio | C | C | P | - | P | P | P | SPAR,ZP |
| 6.18 | Landscape business | - | - | - | - | - | - | - | SPAR,ZP |
| 6.19 | Shared-use kitchen (new) (Erin) | C | C | P | - | P | P | P | SPAR,ZP |
| 6.20 | Tattoo establishment (new) | C | C | C | - | P | P | P | SPAR,ZP |
| 6.21 | Veterinary clinic | C | C | - | - | P | P | P | SPAR,ZP |
| 7 | Recreation & Entertainment | | | | | | | | |
| 7.01 | Golf course | - | - | - | - | - | - | - | SPAR,ZP |
| 7.02 | Indoor entertainment | - | P | C | - | P | P | P | SPAR,ZP |

| Series | Land Use | B-1 | VC-2 | VC-1 | VC-3 | B-8 | B-7 | B-6 | Secondary Review |
|-----------------------------------|--|-----|------|------|------|-----|-----|-----|------------------|
| 7.03 | Indoor recreation | - | P | P | - | P | P | P | SPAR,ZP |
| 7.04 | Indoor shooting range (New) | - | - | - | - | P | P | P | SPAR,ZP |
| 7.05 | Park, community | - | P | P | P | C | C | C | |
| 7.06 | Park, neighborhood | P | P | P | P | P | P | P | |
| 8 Government & Community Services | | | | | | | | | |
| 8.01 | Animal shelter | - | - | - | - | - | - | - | SPAR,ZP |
| 8.02 | Administrative government center | C | C | P | - | P | P | P | SPAR,ZP |
| 8.03 | Cemetery | - | - | - | - | - | - | - | SPAR,ZP |
| 8.04 | Community center | C | P | P | - | C | - | C | SPAR,ZP |
| 8.05 | Community cultural facility | C | P | P | - | P | P | P | SPAR,ZP |
| 8.06 | Community garden (new) | C | C | - | C | C | C | C | SPAR,ZP |
| 8.07 | Conference - exposition center (new) | - | - | - | - | - | C | - | SPAR,ZP |
| 8.08 | Delivery/pickup hub (new) | C | - | C | - | C | C | C | SPAR,ZP |
| 8.09 | Health care center | - | - | - | - | P | P | P | SPAR,ZP |
| 8.10 | Health care clinic | C | P | P | - | P | C | P | SPAR,ZP |
| 8.11 | Municipal garage | - | - | - | - | - | - | - | SPAR,ZP |
| 8.12 | Public safety facility | - | C | - | - | C | - | C | SPAR,ZP |
| 8.13 | Recreation trail (new) | P | P | P | P | P | P | P | ZP |
| 8.14 | School, K-12 | - | - | - | - | - | C | C | SPAR,ZP |
| 8.15 | School, post-secondary | - | - | - | - | - | P | C | SPAR,ZP |
| 8.16 | Worship facility | C | C | C | - | P | P | P | SPAR,ZP |
| 9 Telecommunications & Utilities | | | | | | | | | |
| 9.01 | Public utility office and yard | - | - | - | - | - | - | - | SPAR,ZP |
| 9.02 | Solar power plant | - | - | - | - | - | - | - | SPAR,ZP |
| 9.03 | Stormwater management facility | P | P | P | P | P | P | P | SPAR |
| 9.04 | Telecommunication tower | TFR | TFR | TFR | TFR | TFR | TFR | TFR | ZP |
| 9.05 | Telecommunication, Class 1 collocation | TFR | TFR | TFR | TFR | TFR | TFR | TFR | SPAR,ZP |
| 9.06 | Telecommunication, Class 2 collocation | P | P | P | P | P | P | P | ZP |
| 9.07 | Utility installation, major | - | - | - | - | - | - | C | SPAR,ZP |
| 9.08 | Utility installation, minor | P | P | P | P | P | P | P | ZP |
| 10 Transportation | | | | | | | | | |
| 10.01 | Park-and-ride lot (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 10.02 | Parking structure (new) | - | - | C | - | C | C | - | SPAR,ZP |
| 10.03 | Passenger terminal | - | C | C | - | C | - | C | SPAR,ZP |
| 10.04 | Railroad (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 11 Storage & Wholesale Trade | | | | | | | | | |
| 11.01 | Bus storage facility (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 11.02 | Personal storage facility | - | - | - | - | - | - | - | SPAR,ZP |

| Series | Land Use | B-1 | VC-2 | VC-1 | VC-3 | B-8 | B-7 | B-6 | Secondary Review |
|--------|---|-----|------|------|------|-----|-----|-----|------------------|
| 11.03 | Truck terminal (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 11.04 | Vehicle storage yard | - | - | - | - | - | - | - | SPAR,ZP |
| 11.05 | Warehouse | - | - | - | - | - | - | - | SPAR,ZP |
| 12 | Industrial & Manufacturing | | | | | | | | |
| 12.01 | Artisan shop | C | C | P | C | - | - | - | SPAR,ZP |
| 12.02 | Construction equipment sales and service (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 12.03 | Contractor yard | - | - | - | - | - | - | - | SPAR,ZP |
| 12.04 | Manufacturing | - | - | - | - | - | - | - | SPAR,ZP |
| 13 | Solid Waste | | | | | | | | |
| 13.01 | Composting facility (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 13.02 | Recycling center (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 13.03 | Solid waste transfer station (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 14 | Resource-Based Uses | | | | | | | | |
| 14.01 | General cultivation | - | - | - | - | - | - | - | |
| 14.02 | Open land (new) | P | P | P | P | P | P | P | |
| 15 | Accessory Uses for All Principal Uses | | | | | | | | |
| 15.01 | Amateur radio and/or citizens band antenna | P | P | P | P | P | P | P | ZP |
| 15.02 | Exterior communication device (new) | P | P | P | P | P | P | P | |
| 15.03 | EV charging facility, 1 to 4 stations (new) (Erin) | P | P | P | P | P | P | P | SPAR,ZP |
| 15.04 | EV charging facility, 5 or more stations (new) (Erin) | C | C | C | - | C | C | C | SPAR,ZP |
| 15.05 | Fence, perimeter | P | P | - | P | P | P | P | ZP |
| 15.06 | Little free library | P | P | P | P | P | P | P | |
| 15.07 | Rain garden | P | P | P | P | P | P | P | |
| 15.08 | Solar energy system, building-mounted | P | P | P | P | P | P | P | |
| 15.09 | Solar energy system, ground-mounted | P | P | P | P | P | P | P | ZP |
| 16 | Accessory Uses for Residential Uses | | | | | | | | |
| 16.01 | Accessory building, residential (new) | - | P | - | P | - | - | - | ZP |
| 16.02 | Accessory dwelling unit (new) (Erin) | - | - | C | C | - | - | - | ZP |
| 16.03 | Adult family home (accessory) (new) | - | P | P | P | - | - | - | ZP |
| 16.04 | Backyard chickens | - | - | - | - | - | - | - | ZP |
| 16.05 | Bed and breakfast | - | P | - | P | - | - | - | ZP |
| 16.06 | Bee keeping (new) | P | P | P | P | P | P | P | ZP |
| 16.07 | Boat dock | P | P | P | P | P | P | P | ZP |
| 16.08 | Boathouse | - | - | - | P | - | - | - | ZP |
| 16.09 | Family day care home | - | P | P | P | - | - | - | |
| 16.10 | Fence, privacy | - | P | - | P | - | - | - | ZP |

| Series | Land Use | B-1 | VC-2 | VC-1 | VC-3 | B-8 | B-7 | B-6 | Secondary Review |
|--------|---|-----|------|------|------|-----|-----|-----|------------------|
| 16.11 | Fence, security | - | - | - | - | C | C | C | ZP |
| 16.12 | Fence, sport court | - | P | - | P | - | - | - | ZP |
| 16.13 | Foster home and treatment foster home (accessory) | - | P | P | P | - | - | - | ZP |
| 16.14 | Gardening | P | P | P | P | P | P | P | |
| 16.15 | Home occupation | - | P | P | P | - | - | - | ZP |
| 16.16 | In-family suite (previously secondary suite) | - | P | P | P | - | - | - | ZP |
| 16.17 | Kennel, hobby | - | - | - | - | - | - | - | ZP |
| 16.18 | Kennel, private | - | P | P | P | - | - | - | |
| 16.19 | Outdoor fireplace (new) | - | P | - | P | - | - | - | ZP |
| 16.20 | Patio | - | P | - | P | - | - | - | |
| 16.21 | Pergola | P | P | P | P | P | P | P | ZP |
| 16.22 | Play structure (new) | - | P | - | P | - | - | - | |
| 16.23 | Sport court (new) | - | P | - | P | - | - | - | ZP |
| 16.24 | Swimming pool | - | P | - | P | - | - | - | ZP |
| 17 | Accessory Uses for Other Principal Uses | | | | | | | | |
| 17.01 | Accessory building, non-residential | - | - | - | - | - | P | P | SPAR,ZP |
| 17.02 | Donation drop box (new) | C | - | - | - | P | P | P | ZP |
| 17.03 | Drive-up service window (new) | C | C | C | - | P | P | P | SPAR,ZP |
| 17.04 | Outdoor food and beverage service | C | C | C | - | P | P | C | SPAR,ZP |
| 17.05 | Parking lot (on-site) | P | P | P | P | P | P | P | SPAR |
| 17.06 | Sales incidental to industrial use (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 18 | Temporary | | | | | | | | |
| 18.01 | Farmers market | - | - | P | - | P | P | P | SPAR,ZP |
| 18.02 | Flea market | - | - | - | - | P | P | P | SPAR,ZP |
| 18.03 | Food truck (new) | C | - | P | - | P | P | P | ZP |
| 18.04 | Model home (new) | - | - | - | - | - | - | - | ZP |
| 18.05 | Off-site construction yard (new) | - | - | - | - | - | - | - | SPAR,ZP |
| 18.06 | Party tent (new) | P | P | - | P | P | P | P | |
| 18.07 | Portable storage container (new) | P | P | P | P | P | P | P | |
| 18.08 | Roadside stand | - | - | - | - | - | - | - | ZP |
| 18.09 | Sale of vehicles/recreational equipment | - | P | - | P | - | - | - | |
| 18.10 | Seasonal product sales | C | C | C | - | P | - | P | ZP |
| 18.11 | Sidewalk cafe (new) | - | - | C | - | - | - | C | ZP |
| 18.12 | Wind test tower (new) | P | P | P | P | P | P | P | ZP |
| 18.13 | Yard sale | - | P | - | P | - | - | - | |
| 19 | Misc | | | | | | | | |
| 19.01 | Common area amenities | - | P | - | P | - | - | - | SPAR,ZP |

| Series | Land Use | B-1 | VC-2 | VC-1 | VC-3 | B-8 | B-7 | B-6 | Secondary Review |
|---|----------|-----|------|------|------|-----|-----|-----|------------------|
| | (new) | | | | | | | | |
| Zoning Districts | | | | | | | | | |
| <ul style="list-style-type: none"> • Residential: R-1 Single-Family Medium Lot Residential; R-2 Single-Family Historical Lot Residential; R-3A Single-family Small Lot Residential; R-3B Single-Family Small Lot Residential; R-5 Low Density Multi-Family Residential; R-7 Single-Family Intermediate Lot Residential; R-8 Single-Family Executive Large Lot Residential; R-9 Single-Family Rural Residential (NEEDED?); R-10 Medium Density Multi-Family Residential; R-15 High Density Multi-Family Residential • Village Center: VC-1 Village Center Retail; VC-2 Village Center Multi-Purpose Perimeter; VC-3 Village Center Residential Perimeter • Business: B-1 Neighborhood Business; B-6 General Commercial; B-7 Planned Business Center; B-8 Planned Business Center - Satellite Lots • Planned Development District: PDD-01 Mukwonago Estates; PDD-02 Birchrock; PDD-03 Orchards of Mukwonago; PDD-04 Whispering Bay; PDD-05 Minor's; PDD-06 Meadow Park Estates; PDD-07 River Park Estates Apartments; PDD-08 River Park Estates 2-Family; PDD-09 River Park Estates Single Family; PDD-10 Linden Grove; PDD-11 Hawks Ridge; PDD-12 Hawks Ridge East; PDD-13 Village Property; PDD-14 Legend Meadows; PDD-15 Phantom Lakes Preserve; PDD-16 Chapman Villas; PDD-17 Family Ventures Mixed Use; PDD-18 Pointe Apartments; PDD-19 Maple Center • Industrial: M-1 Limited Industrial; M-2 Light Industrial; M-3 General Industrial; M-4 Medium - Heavy Industrial; M-5 Heavy Industrial • Special Purpose: A-1 Rural Residential; P-1 Public and Semi-Public; SP-1 Railroad | | | | | | | | | |
| Key for Land Uses | | | | | | | | | |
| <p>"-" indicates that the use is not permitted in the zoning district.</p> <p>"C" indicates that the use is potentially allowed in the zoning district subject to the review procedures and requirements for a conditional use in Article 5. If allowed, the use is also subject to any secondary review procedures.</p> <p>"P" indicates that the use is permitted in the zoning district by right subject to any secondary review procedures.</p> <p>"TFR" indicates that the use is potentially allowed in the zoning district subject to the review procedures and requirements for Telecommunication Facilities in Article 5. If allowed, the use is also subject to any secondary review procedures.</p> <p>"WER" indicates that the use is potentially allowed allowed in the zoning district subject to the review procedures and requirements for Wind Energy Systems in Article 5. If allowed, the use is also subject to any secondary review procedures.</p> | | | | | | | | | |
| Key for Secondary Review | | | | | | | | | |
| <p>"SPAR" indicates a site plan / architectural review is required.</p> <p>"ZP" indicates a zoning permit is required.</p> | | | | | | | | | |
| General Notes: | | | | | | | | | |
| <ul style="list-style-type: none"> • Any use that is not listed is prohibited, as set forth more fully in § . • The Village will consider proposals to amend this appendix (and other parts of this code) consistent with the procedures and requirements for a code amendment in Article 5. | | | | | | | | | |

Design Guidelines

for

Building Facades Site Development and the Downtown Streetscape

Lake Street, Rouses Point, N. Y.



Prepared for:

Village of Rouses Point
Clinton County, New York

Prepared with funding from:
NYS Department of State
Division of Coastal Resources &
Quality Communities Program



June 2006

Prepared By:



This document was prepared for the Village of Rouses Point with funds provided by the New York State Department of State Division of Coastal Resources under Title 11 of the Environmental Protection Fund and the New York State Quality Communities Program.

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Overview and Purpose

The Village of Rouses Point is seeking to improve the appearance and functionality of downtown by encouraging building renovation and development that enhances the overall character of the community. One way to accomplish this is to apply consistent building and site development guidelines to proposed renovation and development projects in the downtown. The goal is a pedestrian-friendly and attractive downtown setting that will benefit business and property owners. Providing appealing places for the community to interact and conduct business will increase property values and will have the cumulative effect of encouraging new business to locate in downtown Rouses Point.

These design guidelines are a supplement to the Village of Rouses Point zoning ordinance. This document establishes site and building facade design standards to be applied downtown. These guidelines apply to all Village-designated Commercial and Mixed-Use zones. The zoning ordinance puts forth specific use and dimensional requirements for parcels within these zones. Unlike the requirements of the zoning ordinance, the design guidelines are not mandated but strongly suggested for use in the development of projects. The cumulative benefit to downtown and the community as a whole will increase exponentially as more projects adhere to these guidelines.

The guidelines are organized into three sections. Section 1 provides building facade renovation guidelines that relate to the street-side appearance of the structure. These guidelines apply to both new construction and renovation projects. Section 2 provides site development recommendations for the overall configuration of the proposed project on the parcel and the placement of the related site components. Site components include items such as buildings, walkways, vehicle circulation and parking, landscaping, and lighting. These are the project elements that are evaluated when bringing forth an application for a Special Use Permit review. Section 3 sets forth guidelines for streetscapes. These apply to renovations or reconstruction of existing roads and new street construction.

These guidelines provide an overview of the design features associated with development projects. The goals of the individual project owners and specific site issues will dictate the final design. To this end, it is recommended that a design professional be consulted to address specific details of the project. Consider consulting with an architect or qualified carpenter for building-related design concerns, and a landscape architect for site-related planning issues.



Figure 1 — Lake Street

Village Setting

The character of the Village of Rouses Point's downtown is defined largely by the architectural style of the buildings, their size and placement, the streetscape and its various components, the road width and travel speed, the overall scale of the setting, and its walkability. However, people are the most important element which sustains and breathes life into downtown. If people are not present on the streets and in the shops, then the downtown will not succeed, regardless of how attractive the setting is.

The Village of Rouses Point's downtown has a traditional "Main Street" character, similar to other villages in New York and New England. The Village's Main Street setting is authentic, comprised for the most part of original turn of the century two-story buildings. A traditional turn of the century Main Street is visually defined by buildings located adjacent to the sidewalks and near the street. The vertical elements and human scale of the building-to-street relationship creates a comfortable pedestrian environment by providing a sense of shelter for pedestrians. This is the downtown character found along sections of Lake Street, as well as Montgomery, State, Pratt, and Chapman Street. The intent of the design guidelines is to promote the preservation of this traditional streetscape.



*Figure 2 — Village Hall
(Italianate style)*

Although many of the downtown buildings have been modernized, Rouses Point still has several intact historical buildings. The dominant architectural styles are Late Victorian and early 20th century Italianate. The highlights of these architectural styles, which followed one another in the architectural time line, are heavy eave brackets, a vertical building mass, a shallow roof pitch, and masonry and/or stick construction. The Village Hall, situated at the southern end of downtown, is an example of a building with this original character intact. This structure is true to its original Italianate architectural style, with only a few facade modifications having been made over the years. These Building Facade Guidelines are intended to assist in retaining the character of the identified architectural period styles.

As with other turn of the century downtowns, some historic buildings have been modernized or lost to fire. The newer building construction, for the most part, has no prominent architectural style. The architectural style of some older buildings has been diluted by the addition of manufactured siding, masonry unit construction (bricks and blocks), and the covering or reconfiguring of original windows. These guidelines are intended to provide assistance in restoring the original character to buildings that have been modernized, and to evoke this character in new construction.

The majority of the downtown buildings are two-story structures, with commercial uses on the first floor and residential uses on the second story. Another prominent building type is the Victorian vernacular stick built single family house, and larger-scaled civic buildings of various architectural styles representing different periods of construction. Commercial buildings from several eras located downtown include offices (the Myer's Building), lodging, and marine facilities.

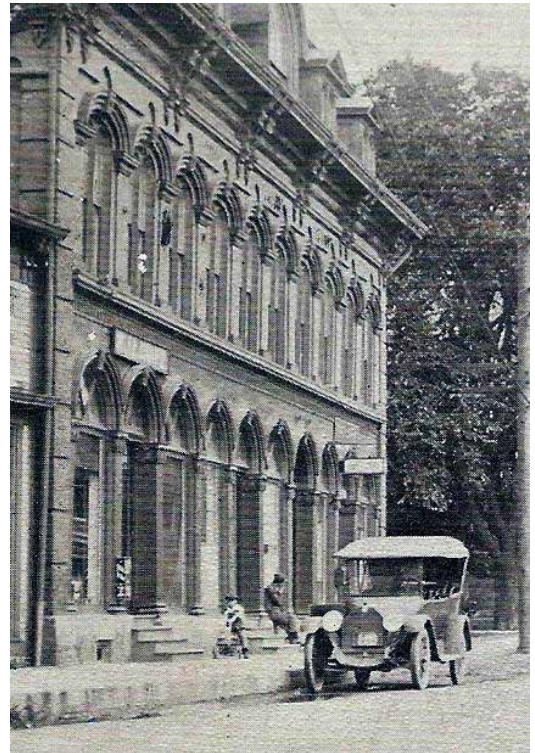


*Figure 3 — 74 Lake Street (the
Myer's Building—Italianate-
influenced, contemporary con-
struction)*

Building Facade Guidelines

These building facade guidelines are intended to ensure that, as new buildings are proposed and existing buildings are renovated, the completed efforts result in a positive contribution to the overall downtown setting. For the majority of projects, this will involve renovating an existing building. These guidelines address issues common to renovation projects for downtown buildings, especially concerning facade elements such as windows, entrances, signs, awnings, exterior siding, and other materials.

Proposed projects may involve new construction. It is not the intent of these guidelines to establish rigid rules for selecting an architectural style. Choosing an architectural style for new buildings is secondary to designing a structure that fits into the surrounding site context as well as the community setting. The following guidelines identify the types of building features that are compatible with the character of downtown Rouses Point. The driving factor for the development of new buildings should be high-quality contextual design, executed with building materials that will stand the test of time.



*Figure 4 — Old Post Office Building
(Italianate style)*



*Figure 5 — Existing Downtown Architecture
(92 Lake Street, stick-style)*

Planning a Facade Renovation

One goal of a building renovation project is to create a building facade that is compatible with the existing building architecture and character of downtown. This will pose a challenge for contemporary structures, which may have been designed with an aesthetic style that is incompatible with the historic downtown character. Similarly, older structures may have been designed for a different purpose than those needed today.



Figure 6 — The current condition of the Calgah Building at 111 Lake Street. The façade is incompatible with the downtown setting.

Previous renovations may have covered or removed the window, entrance, and finish details of the building. In most cases, aesthetic quality may have been compromised. Left unchecked, these individual flaws can multiply and eventually decay the character of the entire downtown.

The focus of the guidelines which follow is the building exterior and the facade(s) that face the street.

The first step in a facade renovation project is to determine the appropriate design for the building in terms of the needs of the business, the condition of the building, and the context of the structure within the community. Answering the following questions should provide an idea of the appropriate facade treatment:

1. What appreciation does the community have for the architectural heritage of this particular building? Rouses Point is a small village where each building plays an important role in the downtown character. Some structures are more prominent, such as those located at road intersections, or of particular historic significance to the village.
2. What is the overall budget for this renovation? Will the renovation occur in one or multiple phases?
3. Can the original architectural style of the building be determined?
4. What is the condition of the building? Do original details still exist, perhaps covered by siding added at a later date?
5. What was the original purpose of the building? Was it designed to be a commercial building, or was it originally a residence?
6. For what goods and services was the storefront originally designed?
7. What is the current purpose of the storefront? What image does it need to convey?

Addressing these questions may clarify whether the effort should be expended to uncover and/or replicate historic details, or to design and construct a new facade that complements the design of the building.

In some cases, restoring original details can be as simple as removing modern siding and replacing windows at the intended size and style. If the original details are missing, compromised, or indiscernible, researching old photos of the building, with the assistance of the Village Historian, can provide accurate information and generate design ideas. Historic photos can provide further understanding to the original use and function of the building. An exact replication of the building's original facade may be unrealistic to achieve, not financially feasible, or not desirable; however, historic photos can provide guidance for overall facade design and details.



Figure 7 — An example a façade renovation of the Calgah Building that fits with surrounding architectural styles. This example could be the result of a phased renovation project.

Commercial Facade Organization

In some cases on Lake Street, the façade renovation will be on a building that was historically used as a commercial business. These guidelines discuss how the elements of these façades are organized.

Façades consist of windows, entrances, architectural details, siding, building materials, and amenities such as signs and lights. Each element plays an important role in the composition of a successful storefront. The proportion of these elements should closely match the original design intent of the building, even if the individual features are modern. For instance, many older commercial buildings had large, plate glass windows which were situated between the kick plate and clerestory (see Figure 10). However, newer additions may have altered the size or location of these windows. When these new additions are out of proportion with the original design, the resulting conflict may make the building less attractive.

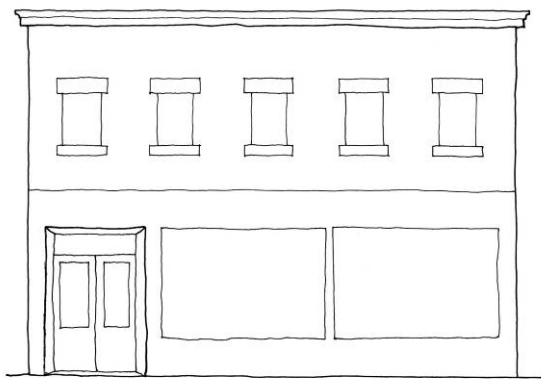


Figure 8 — This façade has excessively large windows on the ground floor. The proportion of the windows does not complement the upper story windows or the door of the period style building.

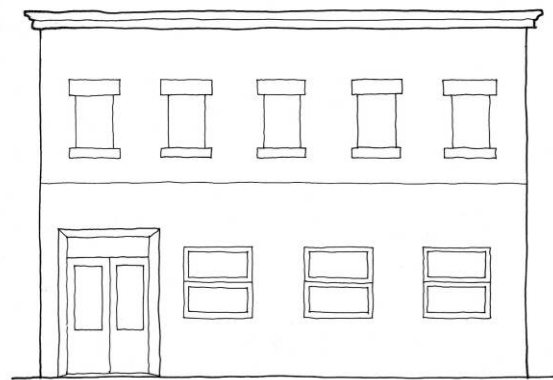


Figure 9 — The windows on the ground floor are too small. The shape and style of these windows are not in keeping with the building style.

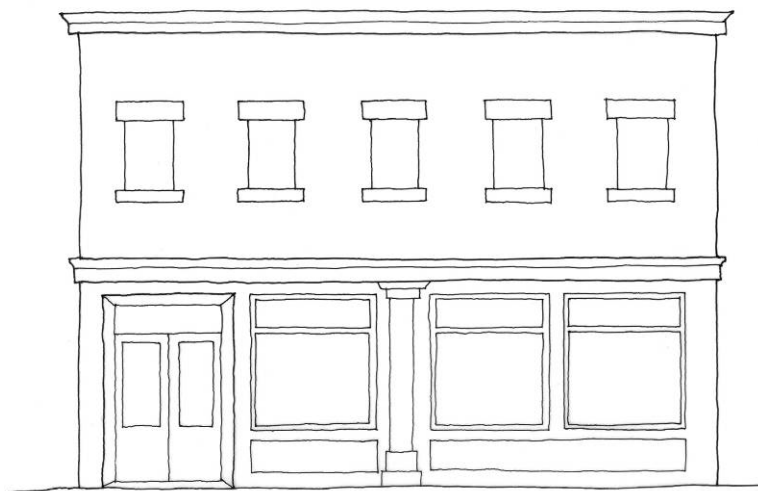


Figure 10 — Correct façade proportions. Ground-floor windows and door match the shape and style of the second-floor windows. The large pane is as big as two upper story windows. The height of the doorway aligns with the top of the window frames.

Residential and Civic Buildings

In some cases, the renovation may be to fit the needs of a commercial business into a residential or civic building. This presents a different set of challenges for the facade renovation. The facades of these structures do not have an original design intent to match the current use; for instance, the front door and windows may be smaller-scaled than buildings designed for displaying merchandise. In this case, determine whether the business or service could benefit from a converted residential- or civic-style storefront, or whether a new, commercial facade should be added. Converted residential facades feature smaller windows, which decreases display area for merchandise. However, they offer a more intimate scale that might be a good fit for certain business types, such as:

- Small gift stores and boutiques
- Bed and Breakfast lodging
- Cafes and restaurants
- Services that include medical, real estate, or general office
- Antique shop
- Banks

The illustrations present two equally valid ideas for renovating the facade of a converted residential building. Figure 13 preserves the original architecture of the building, while Figure 14 retrofits a commercial storefront. Creating a new commercial storefront where none previously existed requires a well thought-out design so that the proposed facade elements complement the overall design of the building.



Figure 13 — An original, well-proportioned façade with residential-scale windows, columns, and canopied entrance.

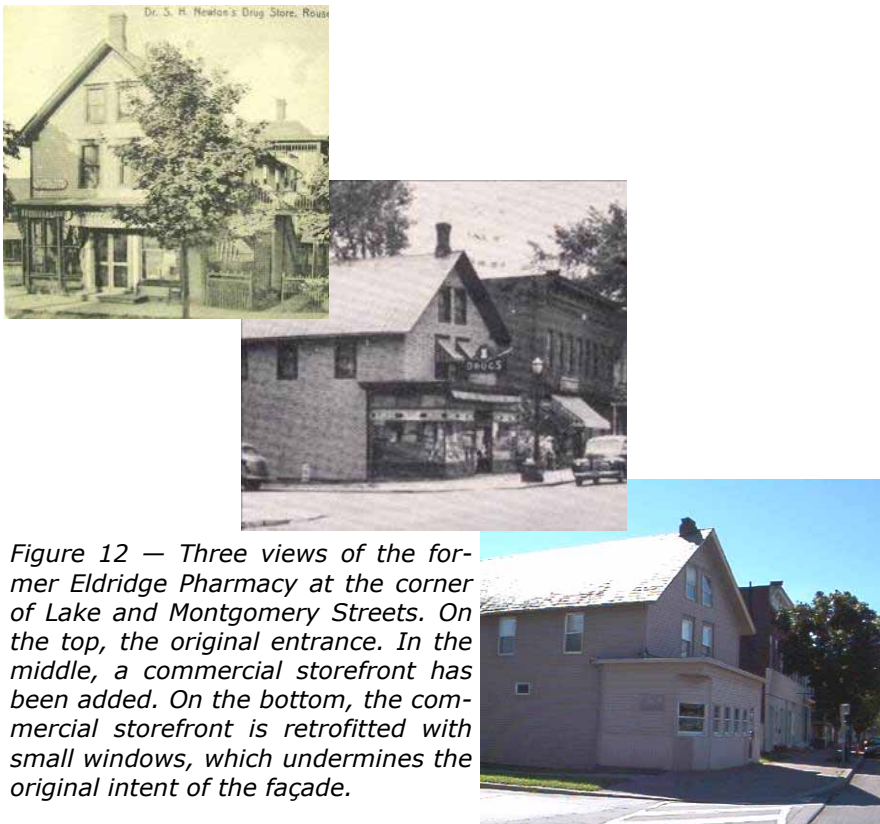


Figure 12 — Three views of the former Eldridge Pharmacy at the corner of Lake and Montgomery Streets. On the top, the original entrance. In the middle, a commercial storefront has been added. On the bottom, the commercial storefront is retrofitted with small windows, which undermines the original intent of the façade.



Figure 14 — New construction with commercial-scale bay window configuration and enclosed entrance. Note that the proportion of the new construction complements the original design intent of the building.

Facade Element: Windows

Windows, also known as fenestration, are often the most important feature on a facade. The size, shape, and proportion of the windows set the tone for the storefront. In addition, they provide valuable display space, which in turn adds vitality and interest to the pedestrian experience. The following guidelines provide options for the windows on a storefront or business.

Recommendations:

- Relate second-story windows to first-story windows in shape, form, and pattern. Choose windows that are sized proportionally.
- Second-story windows should make up at least 30% of the upper story façade.
- Promote building transparency on the ground-floor windows by making up at least 50% of the ground-floor facade with windows which feature un-tinted glass.
- Divide large, ground-floor windows with architectural elements, consistent with the style of the building.

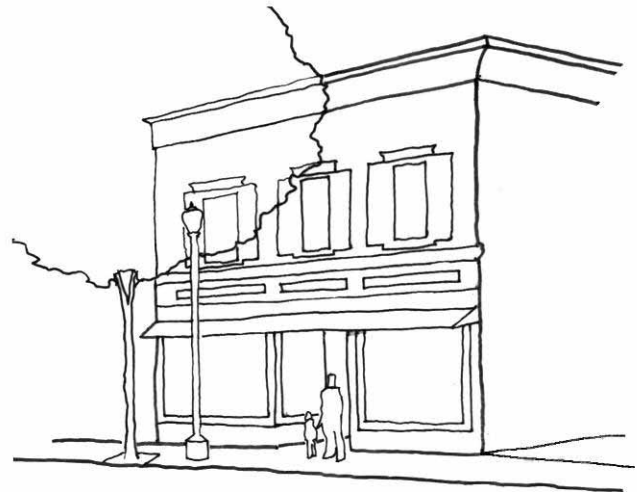


Figure 15 — Commercial façade with appropriately scaled windows.

If large plate glass windows are not appropriate, such as on converted residential or civic buildings, the following guidelines apply.

Recommendations:

- First-floor windows should not be smaller than original second-floor windows. If the second-floor windows are not original to the structure, then first-floor windows should closely approximate the original window size.
- Shutters and divided-light windows may be used to add interest to windows. Shutters should be half the width and the full length of the window.



Figure 16 — Converted residential building with windows that are too small, poorly proportioned, and in a modern style that does not fit the design of the building.



Figure 17 — Converted residential building with original-size windows. Shutters add interest to the façade.

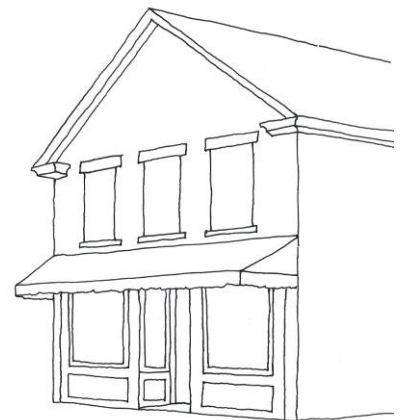


Figure 18 — Converted residential building with commercial-scaled windows and recessed entrance, typical of a traditional downtown storefront.

Facade Element: Entrances

The configuration of the building entrance is determined by the style of the structure, the design of the facade elements, and the building placement on the site.

Recommendations:

- Doors should not open directly into the sidewalk right-of-way. Buildings without setbacks should therefore feature recessed entrances.
- Some buildings may be set back from the street. In these cases, a recessed entrance is not necessary, although it may be desirable for the business.
- Buildings set back from the sidewalk should consider using the space between the front building wall and the right of way as additional display area for merchandise or as open-air café space. Non-retail businesses, which do not need outdoor display or eating areas, such as offices, should maintain landscaping in this space.
- Provide for handicapped accessibility where feasible at the front entrance.

Porches are an important feature of the architectural heritage of the Village and should remain open and intact, rather than enclosed.

Recommendations for Porches:

- When renovating a facade that features an enclosed single or double story porch, consider restoring these features to the original design. These porches add to the aesthetic and historic appeal of the downtown area.
- If the porch needs to be enclosed, consider consulting with an architect or experienced builder to ensure the new addition complements the style of the building.

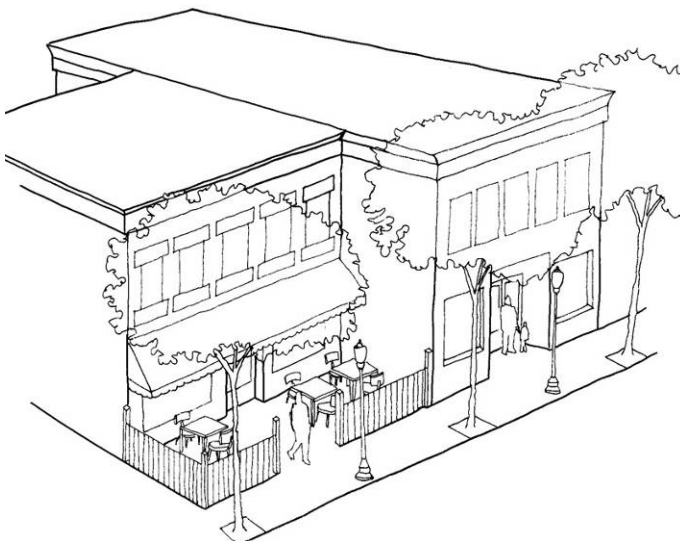


Figure 20 — The building on the right is not set back from the sidewalk and features a recessed entrance. The building on the left uses the front setback area as a café.

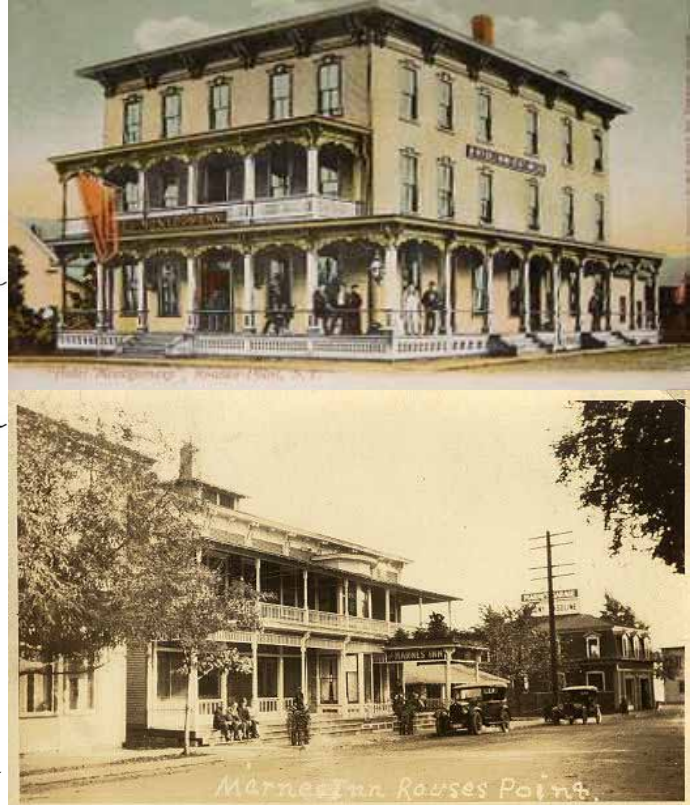


Figure 19 — Two historic views of porches on the Hotel Montgomery (top) and Marnes Inn (bottom).

Facade Element: Signs

Signs play an important role in the overall character of the facade and the downtown area. As such, the goal of the sign is to advertise the business and to provide an attractive, harmonious element to the facade. The following guidelines will assist with planning building signs:

Recommendations:

- Integrate the sign architecturally into the building so as not to dominate the facade.
- Wall-mounted, hanging bracketed, and awning signs are encouraged.
- Avoid internally illuminated signs.
- The position and scale of the signs should fit logically between windows or floor levels without obscuring architectural features.
- Window display signs should not exceed 35% of the window's area.
- Install wall-mounted signs flush to the building face.
- Consider simple signs that are uncluttered and easy to read.
- Complement external sign lighting with the architectural style of the building. Do not over illuminate or create glare onto the facade or street.

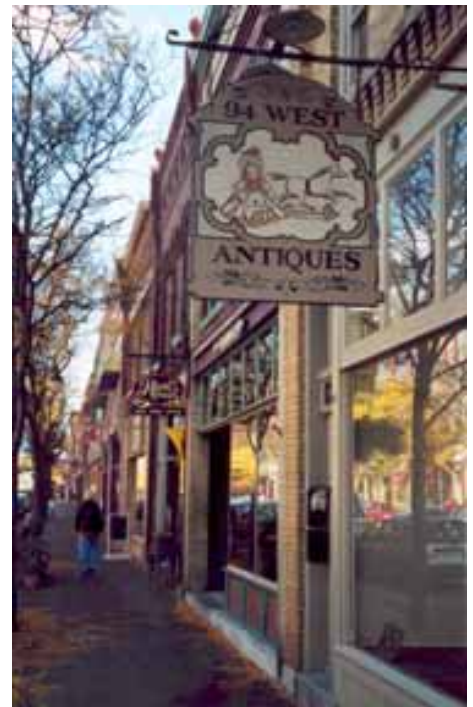


Figure 21 — Example of a hanging sign in a downtown setting.



Figure 22 — Historic sign on Lake Street.

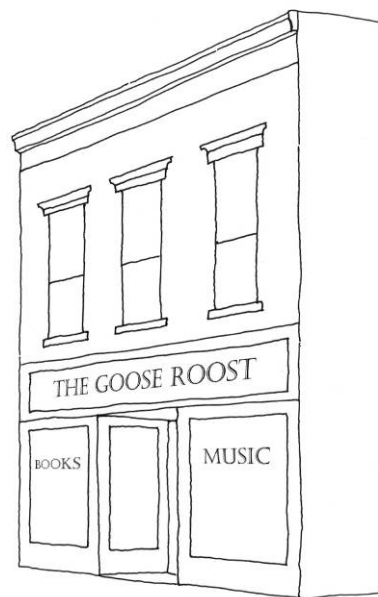


Figure 23 — This building has appropriately located and sized signage. Originally, the "clerestory", or area between the top of the ground floor windows and the second floor, featured glass, to allow more light to enter the storefront. This area is an excellent opportunity for signage which adds to the attractiveness of the façade. The ground-floor windows also feature supplemental signage, applied directly to the glass.

Facade Element: Awnings

Awnings can provide visual interest and added function to a building. Awnings extend business space past the front door and over the sidewalk. This covered area is often a great place to display outdoor merchandise or set up café tables. When erecting an awning, these guidelines will help to choose a style that fits the building.

Recommendations:

- Awnings should be made of fabric. Rigid plastic or metal awnings are discouraged.
- Cloth awnings may utilize accent lighting, such as lanterns, small string lights, or up lights, provided that the lights are located within the awning. This lighting should be for accent purposes only and should not create glare on the facade or street.
- Colors should be consistent with the building facade.
- Consider using retractable awnings.
- Awnings should be functional and project an adequate distance away from the building to provide pedestrians with protection from the elements.
- Awnings are another opportunity for sign placement.

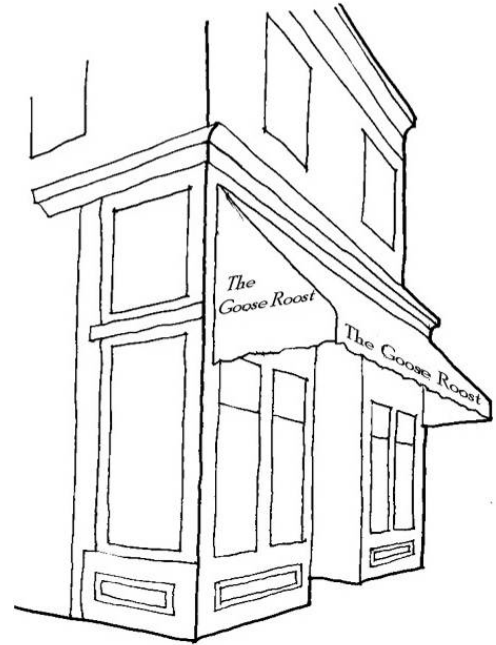


Figure 24 — A cloth awning provides an additional location for signage.



Figure 25 — Example of an awning in a downtown setting. The awning is used to extend the business' presence over the sidewalk. Note that the shape of the awning complements the shape of the windows.

Facade Element: Materials & Architectural Details

The building materials used on the facade need to complement the architectural style of the building. Brick and wood are the primary building materials used in downtown Rouses Point. When designing a facade improvement project, keep in mind the placement of the materials. Areas that are on the ground floor and receive up-close scrutiny from pedestrians and customers should be high-quality. If less expensive or historically inaccurate materials are necessary, contain them to upper floors in order to minimize the visual impact. These guidelines provide more specific information on choosing facade materials.

Recommendations:

- Where possible, expose original facade materials by removing coverings, such as siding that was added in later periods.
- When the original facade materials are not re-useable, select materials that match the original or are appropriate to the overall architectural style.
- Develop a color scheme that coordinates all facade features. Use three colors or less. For color selection options, consult one of the historic color palettes that have been developed by several paint manufacturers.
- Materials such as vinyl and aluminum siding do not respect the architectural heritage of Rouses Point and their use is discouraged. Similarly, avoid the use of large panels of wood or metal siding.
- Converted residential buildings should consider wood clapboard as a primary siding material.



Figure 26 — 74 Lake Street as it was in 1900 (left) and 74 Lake Street today (right). Notice how the renovation captures the character of the historic building without exactly copying the original features, by choosing appropriate materials and details.

In addition to the building style and mass, architectural details add to the personality of a building. The correct cornice and window molding, trim work, and hardware can make the storefront special. The following guidelines are intended to assist in successfully integrating details into the façade.

Recommendations:

- If original details are covered, expose them and incorporate them into the renovation.
- Where possible, replace architectural ornamentation where it is known to have existed.
- If original details cannot be exposed or re-created, simplified architectural details may be used if they reinforce the patterns and lines on the building.
- Trim materials should be the same as, or compatible with, the major material of the façade. For instance, limestone and sandstone are often used as decorative trim on brick buildings.



Figure 27 — 93-95 Lake Street historic photo (left), and today (right). The Italianate-style details on the ground floor—windows, entrance, and cornice — have all been covered by modern wood siding, which takes away from the historic charm of the building. It may be possible to expose the original details if this building undergoes renovation. If the façade has degraded beyond restoration, the picture on the left can be a source of inspiration for a more contemporary interpretation of a historic building.

Site Development Guidelines

These guidelines provide a summary of planning considerations for developing a site that address the needs of the individual business and enhance the Village character.

When developing and/or making improvements to a site, several factors are important to consider. Is the site vacant? Is it already developed with structures, parking, and other features? Does the existing site configuration function as needed? Will existing features remain or are they to be removed?

The relationship of the property and proposed development to surrounding uses and the overall community is an important consideration. Although the business function is the most prominent factor in the development of the site design, it is essential to consider aesthetics and the overall goals of the Village. Over time, the combined impact of multiple properties that are unattractive or vacant will erode the character of the overall Village setting.

Site related design elements that are to be considered in a proposed project, and discussed in the following section, include:

- Building placement
- Vehicle access and circulation
- Pedestrian circulation
- Landscaping
- Visual buffers
- Area lighting
- Utility placement

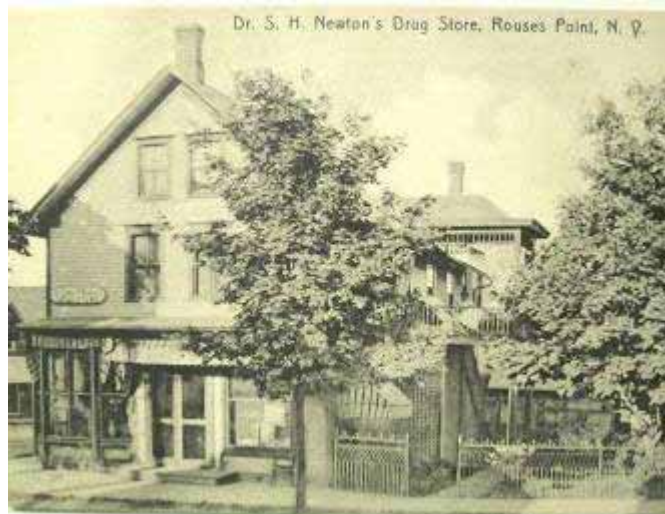


Figure 28 — Historic photo of the old Newton Drug Store, on the corner of Lake and Montgomery Streets.

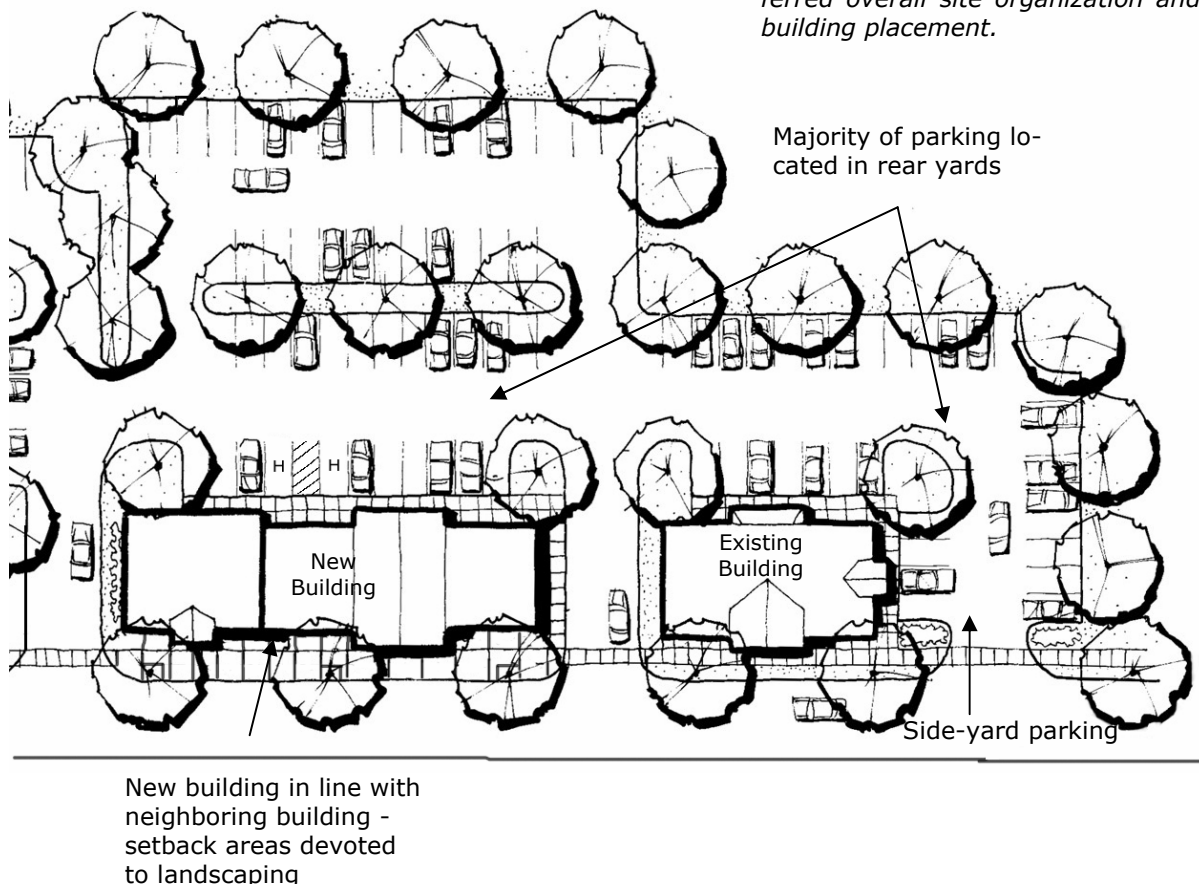
Building Placement

When constructing a new structure, the location of a building on the lot will influence the functionality of the site and that of the neighboring parcels. For example, buildings located close to the street contribute to a more pedestrian-friendly environment by creating a comfortable, sheltered, visually interesting area to walk. Conversely, buildings located at the rear of the lot, with parking in front, place emphasis on vehicular traffic and lack human scale. The following guidelines are intended to contribute to a consistently pedestrian-friendly environment for Lake Street and the adjacent downtown streets.

Recommendations:

- Locate buildings near or adjacent to the rear edge of the sidewalk along the street. This placement of the building situates the sidewalk between the edge of street and the building façade forming a pedestrian corridor.
- Position new buildings in line with neighboring structures.
- Buildings can be perpendicular to the street to accommodate parking on the side.
- Locate parking spaces to the rear of the building.
- Whenever possible, do not locate parking lots in front of the building.
- Where front yard setbacks are required, areas between the building and the street may be used for landscaping or outdoor seating.

Figure 29 — Illustration of the preferred overall site organization and building placement.



Vehicle Access and Circulation

Vehicle circulation within a site can occupy substantial surface area. The goal is to minimize the amount of paving to the extent feasible without impeding vehicle circulation. Design of the parking area and access drive needs to address the following items:

- Pedestrian and motorist safety
- Efficiency in the parking layout
- Handicapped accessibility
- Lighting
- Aesthetic appearance
- Service vehicle access
- Snow removal

The layout of parking areas is site specific. Commonly used dimensional requirements associated with the different components are as follows:

- Standard perpendicular parking stall: 9'x18' w/ 24' wide lane
- Travel lanes (2 directional): 24' width
- Two way entrance at curb: 24' width
- Single lane at entrance: 12' width
- Diagonal (60 degree) parking: 21'x 9' w/ 18' wide travel lane



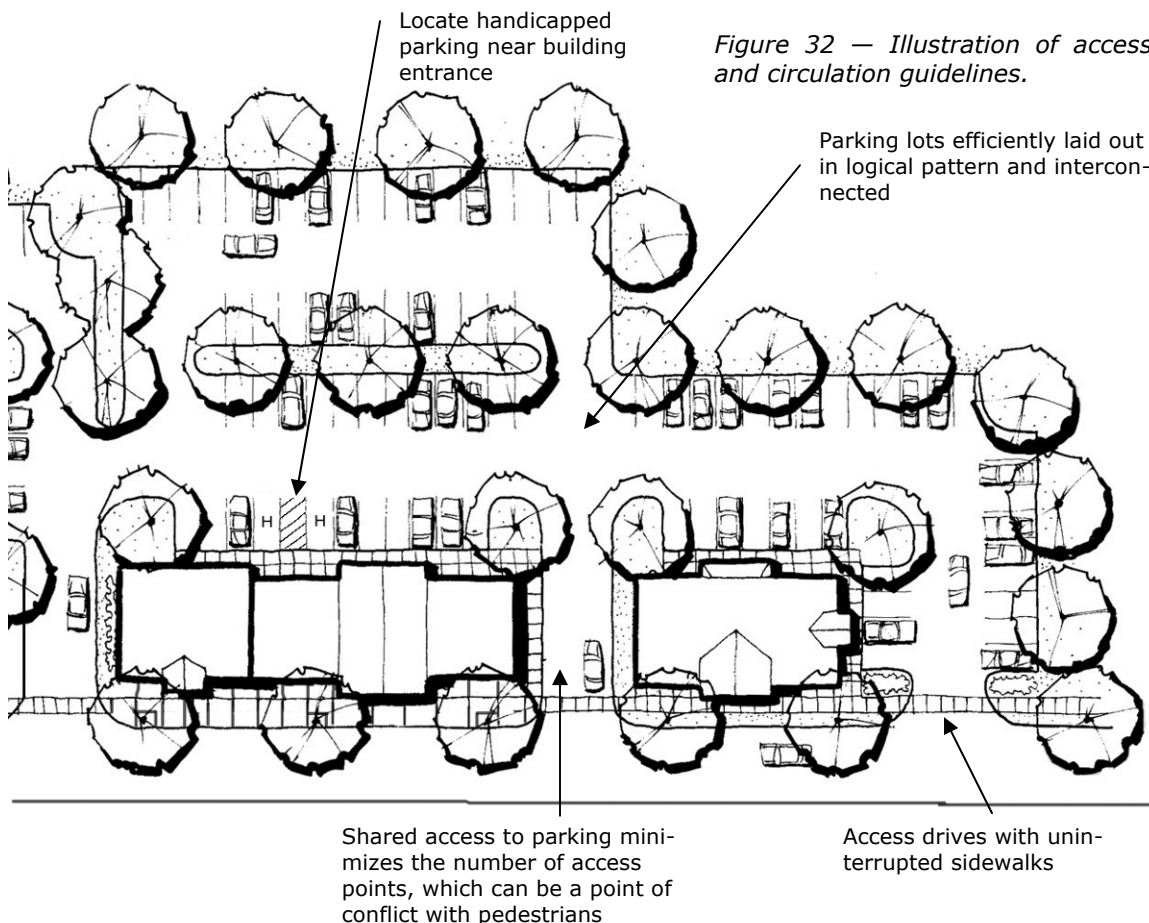
Figure 30 — Parking lot layout which uses landscaped islands to break up the expanse of asphalt.



Figure 31 — Example of small parking lot in a downtown setting, with landscape planters and pedestrian amenities. The planters at the entrance visually and physically narrow the vehicle pavement width.

Parking design recommendations:

- Connect circulation between adjacent parking lots whenever feasible in lieu of intermittently located street entrances. Shared access to parking lots is encouraged.
- Demarcate parking lots with curbs and striping. Avoid large expanses of unmarked pavement.
- Excessively wide curb cuts increase the potential for pedestrian-vehicle conflicts. Minimize parking lot access and egress points along the street.
- Continue sidewalks uninterrupted across driveways into parking areas. Provide consistent paving material and finish grade across the driveway entrance.
- Evaluate the best handicapped accessibility route and parking location near the building.
- See “Lighting” for recommendations for parking lot light levels.
- Avoid laying out parking lots with cross slopes greater than 3% -- this makes door opening difficult.
- Address stormwater runoff to avoid standing frozen water and to control oil residue run-off from the paved surface.
- Plan a snow plowing route and stockpile area.
- Consider a low barrier to keep vehicles on the pavement to prevent ruts in the surrounding landscaped area.
- Incorporate a safe pedestrian circulation route.



Landscaping

Landscape plantings have many benefits for a project site. A well designed landscape can make a business more attractive and inviting, visually soften the hard edges of buildings and pavement, provide shade, mitigate air pollution, and assist in stormwater management.

It is important that landscape planting be an integral part of the site development process. If plantings are an afterthought, the conditions may be less than beneficial for plant health and site aesthetics. The guidelines below will provide assistance in maximizing the benefits of landscape plantings in the overall project scheme.



Figure 33 — Downtown street tree planting example.

Recommendations:

- Concurrent with Village Planning and Zoning regulations, a landscape plan is required for submission as a component of the Site Plan Review application. Indicate existing vegetation and trees over 8" diameter (when measured 4' from the ground) on landscaping plans.
- Retain the natural contours, soil, and plant life on the site, to the extent feasible. For sites that are already developed, retain healthy plants if possible.
- Integrate landscaping with the building architectural style, parking, and stormwater management areas proposed on the property.
- Choose plant material that is compatible with the site and the intended design. Take into account factors such as mature plant size, soil conditions, climate, vegetation purpose, maintenance requirements, and disease and insect problems. Consider native or indigenous plants, which are compatible with the conditions in Rouses Point.
- Provide adequate soil rooting volume for the selected plant material.
- Snow storage areas need to be located so that piled snow does not damage plant material.
- For lots with side-yard parking, include a landscaped buffer between the sidewalk and the parking lot. This buffer is to be at least 5' wide and can include architecturally compatible fencing.
- Consider pedestrian and vehicular safety in the planting.
 - ◇ Do not obstruct views with plant material. Avoid dense plant material between 3' and 8' from the ground (see figure 33) in critical areas.
 - ◇ Plant material is not to obstruct views to the street at access drives, as stipulated in the zoning ordinance.
 - ◇ Avoid planting dense shrubs of substantial height near walkways. This provides a level of comfort to the pedestrian that no one is lurking in the hedge row.

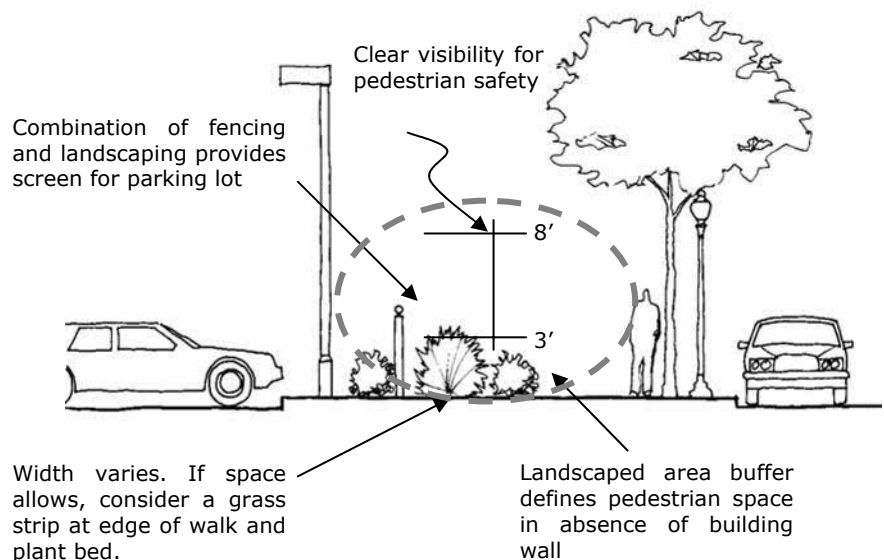


Figure 33 — Illustration of landscape buffer between sidewalk and parking lot.

Visual Buffers

Sometimes, residential properties that abut commercial lots contend with more unsightly views, noise, and ambient light than do houses in residential neighborhoods. Most commercial properties include loading areas and trash storage, which can be an objectionable view from adjacent properties. Buffers, either architectural or vegetative, can assist in mitigating visual conflicts. The Village Code requires buffers in certain zones. The following recommendations can address concerns regarding unsightly views.

Recommendations:

- Visual buffers can be vegetated, architectural, or both. Architectural buffers include fencing and walls. Landscaped buffers include formal shrub and tree hedges, shrub masses, and trees.
- The intensity of the business use and layout of the site plan on the parcel will dictate which buffer is best to use.
- Include an architectural buffer between parking lots and loading areas that adjoin less intensive uses, such as residential yards.
- Fences and walls should be opaque and should relate to the style of the building. Chain link fencing is not an acceptable buffer material.
- Landscape plantings in buffers are to be compatible with the overall landscaping on the site.

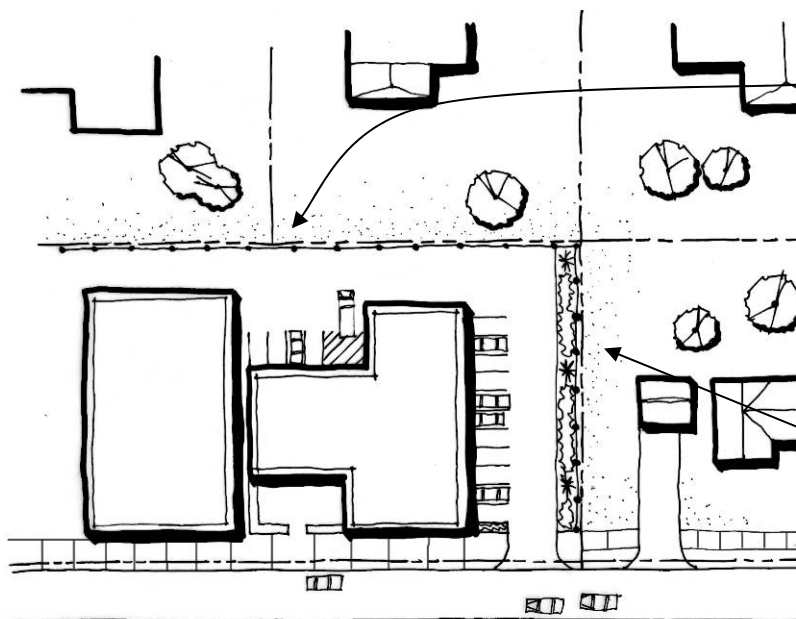


Figure 35: Where space is limited, commercial mixed-use parking and loading areas can be screened from residential and residential mixed-use lots with opaque fencing that blocks views of headlights and deliveries. Minimum height 48".

Vegetation has been included with fencing to increase the aesthetics of the parking area.

Lighting

Lighting is an important consideration when planning a site development project. As the lights currently installed along Lake Street show, the light standards (pole and fixture) can be a significant factor in defining the character of the Village and/or the proposed project. Selection of the correct light standard will provide the desired light color rendition and level of illumination. Appropriate lighting design will control glare, light trespass, and excessive glow.

Manufacturers of lighting can assist in selecting the correct lighting scheme for a specific project. An isolux diagram would be developed that depicts the various light levels that will be emitted by the proposed layout of light fixtures. Recommended light levels are provided below and are stated as a foot candle or lumen value. A foot candle is a term which references the amount of light emitted by a candle measured at a distance of one foot from the flame.

There are four types of light sources typically used for exterior area lighting. When selecting an appropriate light source (luminaire) consider the color rendition of the light source, the life expectancy of the luminaire, and its energy efficiency.

- High Pressure Sodium (HPS) – This light source emits a characteristic warm, orange light.
- Metal Halide (MH) – This light source has a cooler white/blue light.
- Fluorescent (FL) – Color rendition varies
- Mercury Vapor (HID) – Color rendition varies

Recommendations:

- Use the minimum light level necessary to achieve the intended purpose.
- General light levels recommendations:

| | |
|---------------------|------------------------------|
| Walkways: | 0.5 – 2 foot candles |
| Parking areas: | 0.5 – 2 foot candles |
| Local streets: | Varies: 0.5 – 3 foot candles |
| Building entrances: | 5 foot candles |

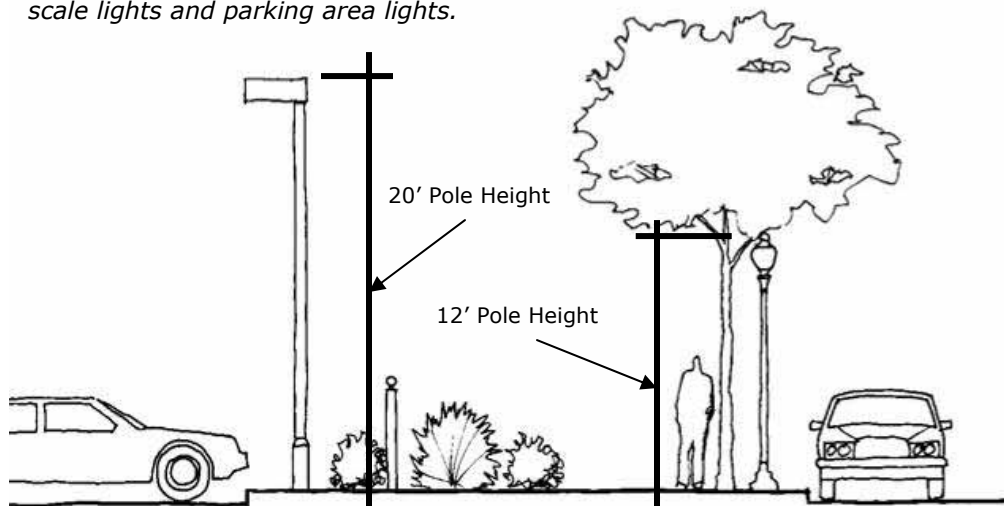


Figure 36: Existing light standard on Lake Street (left) and example of light standard for Montgomery Street (right).

Recommendations, continued:

- Provide pedestrian scaled light standards at public spaces and sidewalks. Use poles that do not exceed 12' in height.
- Minimize off-site light spillage. Consider the use of cutoff-style fixtures. A cutoff fixture controls the light pattern to limit light spill onto adjacent properties.
- Select light fixtures that put light where it is needed, and not into the night sky.
- When using building mounted lighting to enhance the architecture and sign, exercise control to not over illuminate. Select fixtures that compliment the architectural style.
- Use caution when choosing wall-mounted light fixture styles that have little or no control of glare and light spill.
- In parking areas, poles should not exceed 20' in height. Where snow plow damage to the pole is a concern, install the pole atop a concrete base that extends 30 inches above the finished grade.

Figure 37: Relationship of pedestrian-scale lights and parking area lights.



Utilities

Utility fixtures and equipment are necessary, but are typically unsightly, particularly when associated with commercial activity. These include electrical transformers, air condenser units, trash dumpsters and recycling bins, and ground-mounted dish antennas. When possible, locate these features in places that do not detract from the setting or the architecture. Depending on the size, purpose, and context, utilities located in a highly visible location may need to be screened from view. However, if they do not detract from the aesthetics of the area, screening utilities may not be appropriate or necessary.

Recommendations:

- Limit visibility of transformers, dumpsters, etc., from public views by appropriate placement within the project site.
- Screen roof-mounted utilities with parapets or architectural elements.
- Screen large and/or noisy ground-mounted utility units and dumpsters with solid fencing and/or layered landscape plantings.
- Do not locate dumpsters within 20' of any property lines shared with single and two-family lots.

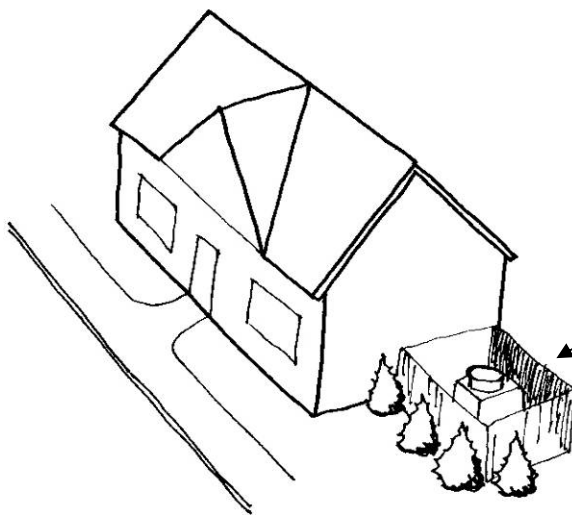
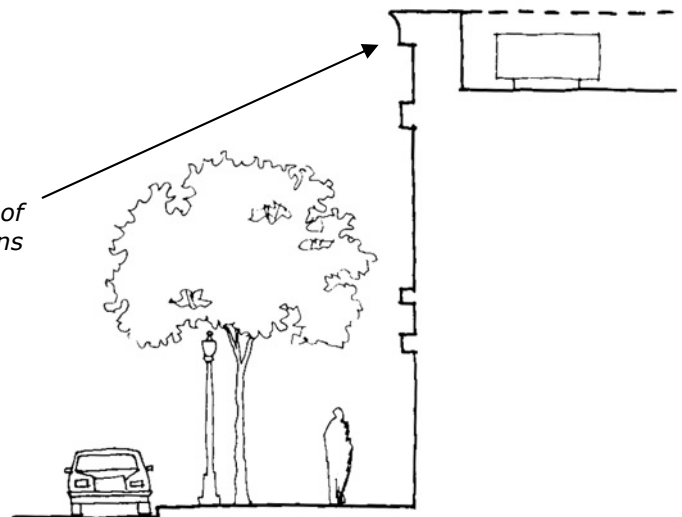


Figure 38: Fence and vegetation provides adequate screen from sidewalk

Figure 39: Roof parapet screens utilities on roof

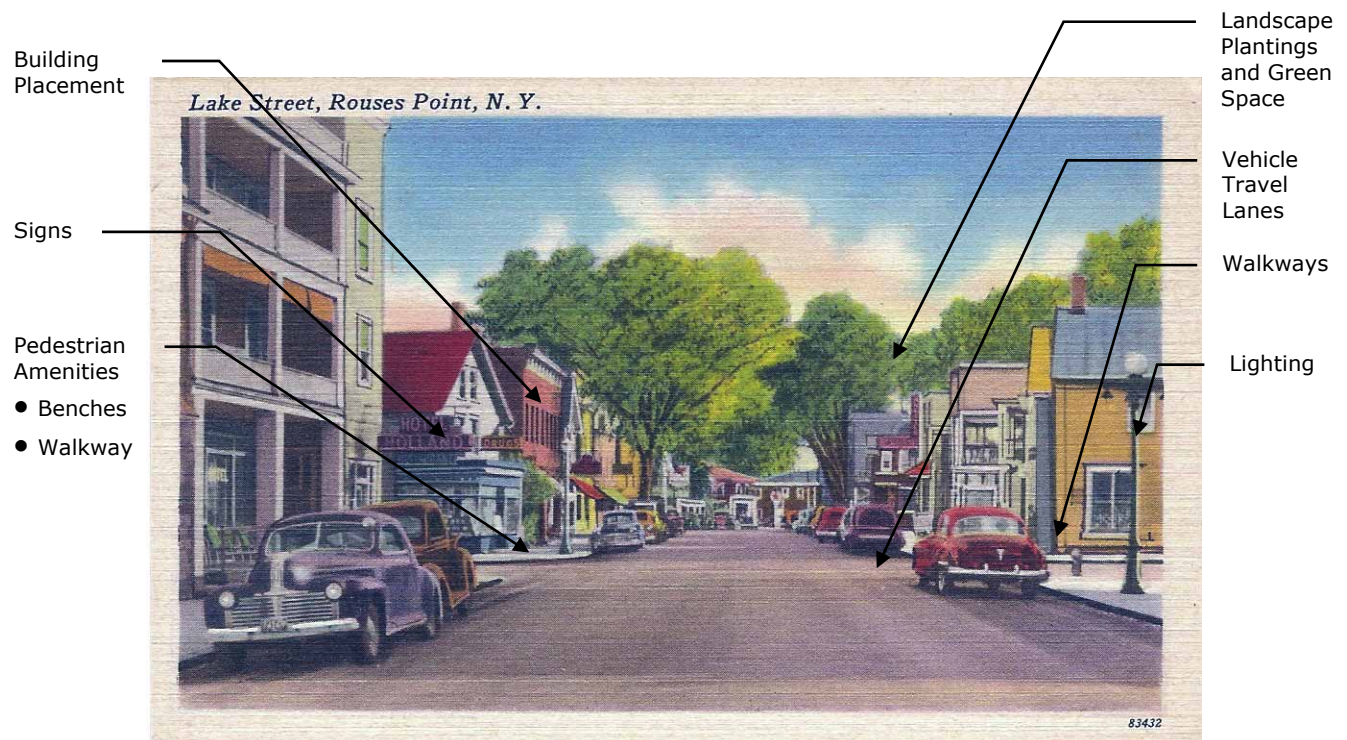


Downtown Streetscape

To complement the architectural style and homogeneous setting within the downtown district, attention should be paid to the streetscape, including sections of Lake, Pratt, and Montgomery Streets. The streetscape in this district is an essential unifying element in the fabric of downtown. The Village's "Main Street" streetscape is a continuous front door to downtown and to the businesses that are located there. As one of the Village's most prominent features, it leaves an impression with visitors. As such, the elements that comprise the streetscape require careful consideration as public renovation and maintenance projects are proposed.

The elements that comprise the streetscape include:

Figure 40 — Streetscape Elements.



The form and function of streetscape elements need to be complementary. Design considerations for each of the elements are described in the following section.

Roadways

These guidelines apply to the roadways located within the Village's downtown district.

Recommendations:

- To retain the Village character and scale, the travel lanes should be approximately 11' wide. The narrower road width will have the added advantage of calming traffic speed.
- Asphalt, a commonly used material, is an acceptable pavement for roadways.
- On-street parking is acceptable in the more dense parts of downtown, where curbs have been installed. Parallel parking in areas without curbs will lead to a ragged and rutted pavement edge.

Walkways

The sidewalks along Lake Street are finished with concrete unit pavers. These pavers are intended to simulate brick but have faded in color over time. While structurally sound, they have settled irregularly, resulting in a tripping hazard. Further exacerbating the tripping hazard is the finished grade design, which slopes the surface grade to meet intersecting driveways. Dirt has settled in the depressed areas making the sidewalk appear unkempt.

Recommendations along Lake Street:

- Repair and/or replacement of the pavers is strongly recommended.
- Extend the sidewalks walking surface from the edge of the roadway curb to the building face with no grass strip. This adds to the traditional downtown character.
- Locate street trees in sidewalk pavement cut-outs.

Recommendations in transition areas (such as in front of the fire station and civic center):

- Include a continuous six-foot wide green planting strip between the edge of pavement and sidewalk. This configuration has a more residential appearance and is recommended for areas without roadway curbs.
- Locate street trees in this planting strip. This planting strip is often called a "splash zone" due to its proximity to the travel lane.

General Walkway Recommendations:

- A sidewalk in the public right-of-way width should be at least six feet in width, which allows two people to walk side by side, and should not exceed a 2% cross slope or a 5% longitudinal slope.
- Pavement systems acceptable for use for public sidewalks in the downtown include:
 - Concrete paving with a broom finish
 - Stamped pattern concrete
 - Asphalt paving with pattern imprint and color coat
 - Unit pavers made of brick, concrete, or asphalt



Figure 41 — Existing (top) and proposed (bottom) roadway conditions, Pratt Street.



Figure 42 — Existing sidewalk on Lake Street, with concrete pavers at an uneven slope.

Building placement along the street

Buildings presently occupy most of the downtown street frontage. This pattern should continue. See page 14 for specific recommendations for building placement.

Recommendations:

- Where vacant lots do occur or building replacement is proposed, the new building should be placed as near to the street as possible and/or in keeping with the setback of the neighboring buildings. This building placement will add immensely to the character of the street, shelter the sidewalk, and provide for a more secure and human-scaled experience for the pedestrian and motorists as well.



Figure 43 — Illustration of how building placement creates a sheltered pedestrian area.

Building accessibility along the street corridor

Ease of access to buildings makes for a more user-friendly downtown.

Recommendations:

- Building thresholds designed without the use of a stoop or steps are the best option.
- Consider modifications to existing buildings which will provide handicapped accessibility. Finished slopes cannot exceed 5% without the use of a handrail; slopes exceeding 8% are not in conformance with the American with Disability Act (ADA) walkway requirements.

Street Lighting

Street lighting has a function in the evening and in the daytime. Both conditions need to be addressed so that the street lights have a positive impact on the streetscape. The quality and level of light is critical for nighttime illumination, whereas the style and appearance of the light standard is important in the daytime. Three light standards are currently used in the downtown. Lake Street has both twin fixture, bishop crook style standards with a verde green finish, and taller spun aluminum cobra style roadway lights. The waterfront along Montgomery Street has an octagonal pole with a decorative bottom and central park style fixture. All light sources are high pressure sodium.

Recommendations:

- The average foot candle distribution should be about 0.5 foot candles
- Minimize glare from the light source
- Control the distribution of light
- Select a light source that is “warm” in appearance, such as High Pressure Sodium.
- Any proposed additional lighting within downtown district street-scapes should match the form and light source of the standards depicted by the lights shown in Figure 44.
- Consult an experienced lighting designer when planning and selecting the correct lighting system.

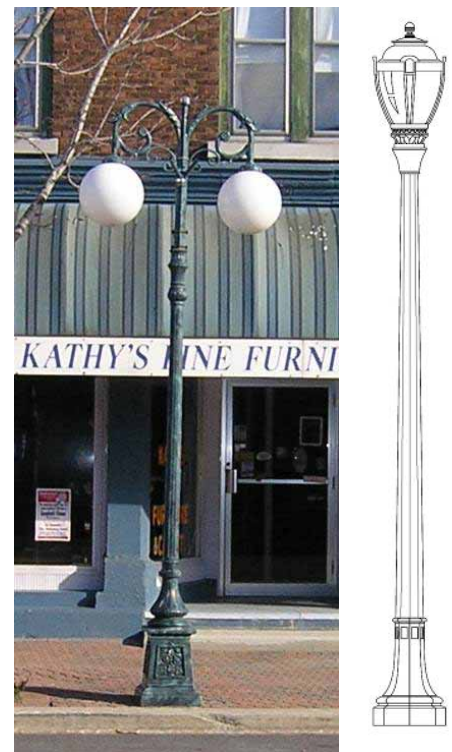


Figure 44 — Light standards on Lake Street (left) and Montgomery Street (right)

Streetscape plantings

Landscaping within the streetscape corridor consists of street tree plantings, shrub beds, flowering annual beds, and container plantings.

Street Tree Recommendations:

- Street trees can be planted in individual tree pits, or in larger plant areas where they typically perform better.
- Cornell University provides recommendations for the optimum soil mix for downtown conditions as well as preferred tree species.
- Street trees should be located so as not to block the facade features or roadway signs located within the Village's downtown district, which includes Lake and Pratt.



Figure 46 — Example of effective use of annuals on Lake Street.

- The bottom tree limbs shall be a minimum of eight feet from the pavement surface to avoid collisions with pedestrians.

Shrub Recommendations:

- Shrub plantings are best located in larger beds, with a mix of up to three types.
- To address various personal safety concerns, avoid tall, dense shrubs next to walkways, where the pedestrian does not have a clear view of the area next to the walkway. See page 17 for specific recommendations.
- Use shrubs as a hedge row to delineate outdoor spaces and to control views.

Annual Planting Recommendations:

- Annual plantings can be splash of color, but are best used in a controlled manner.
- Limit the placement of flowering annuals to beds or containers, high points along the street such as building entrances, entrances to parks, seating areas, near intersections and cross walks, and café areas. Too many annual plantings dilute the positive design impact.
- Consider the required maintenance associated with the upkeep of the flower beds and container plantings.

Signs

Signs in the streetscape are associated with public wayfinding, such as “Welcome to...”, “Downtown This Way”, public parking lots, Waterfront Pier, etc.

Recommendations:

- Develop a design package for a uniform style and color scheme for all signs to be used on the downtown streetscape. A visual relationship among the signs will reinforce the downtown character.
- Minimize the quantity and size to the extent feasible.



Figure 45 — This example features street trees located in a long planting bed, as well as shrubs next to a walkway. Note that the height of the shrubs does not block visibility into the parking area on the right, located at a slightly higher elevation than the sidewalk.



Figure 47 — Examples of two signs from the same city. Notice how the details match, especially the gold finials and text.

Green space

Green space includes parks, lawns, views, sitting areas, and places not occupied by buildings or parking lots. These open spaces are important for the architectural rhythm of the streetscape because they provide an occasional break in the repetition of building facades, the hardscape of parking lots, and cross roads.

Recommendations:

- Placement and development of green spaces is site specific.
- Use caution when creating new green spaces, since too many open spaces will deteriorate the critical mass of buildings of the downtown block.
- In the location and design of public spaces, consider solar orientation and provision for shade.
- The sidewalks, light standards, and other pedestrian amenities used elsewhere in the downtown should be carried through the street side of the green space to knit it into the overall fabric of downtown.



Figure 48 — An example of a small public green space tucked between two buildings.

Pedestrian Amenities

Amenities for public use in the streetscape corridor include benches, chairs and tables, planter urns, decorative fences, bicycle racks, and trash receptacles.

Recommendations:

- As with the signs, consider a single design style when selecting the amenities. A recommended style would complement the early 1900's architectural styles in the downtown.

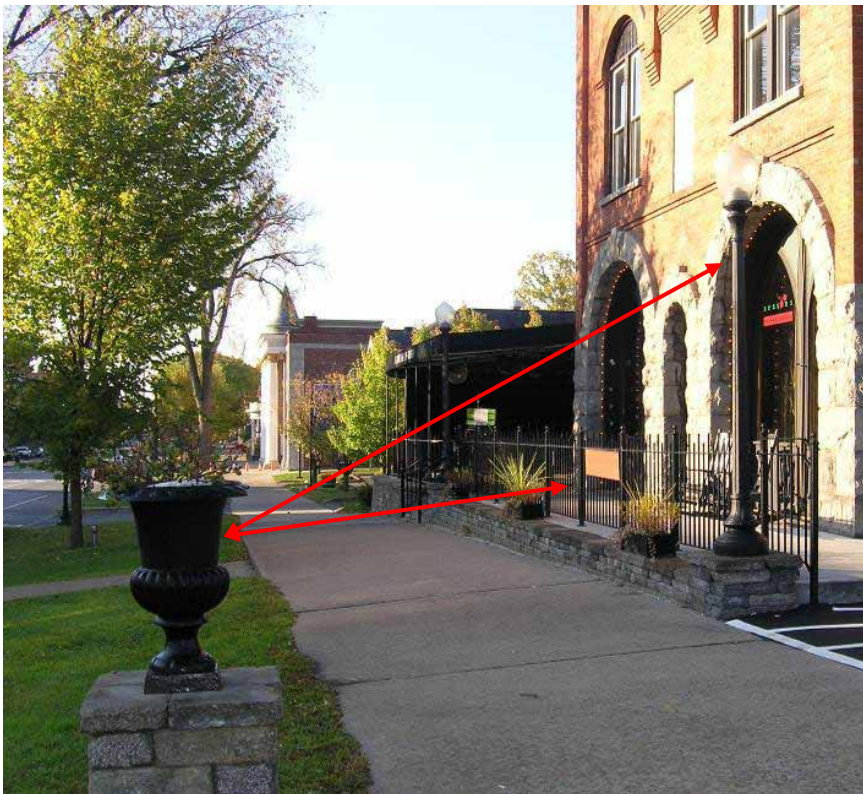


Figure 49 — Examples of matching pedestrian amenities. The planter and decorative fence match the style of the street lights.

Checklists

The following checklists are provided as general summary lists for use by those undertaking the design of a project and for Village boards charged with review of these projects. The lists are not intended to be all inclusive, but are reminders of the issues requiring design and review.

Architectural Guidelines Checklist

Facade Organization

- ☐ Facade elements are to relate to each other and the overall design of the building

Windows

- ☐ Second-story windows 30% of facade; relate to first-story windows
- ☐ Untinted ground-floor windows make up 50% of facade
- ☐ Large windows broken up by architectural elements
- ☐ On converted residential buildings, first-floor windows should be as large as the original second-floor windows

Entrances

- ☐ Buildings with no setback should feature recessed entries
- ☐ Front setback areas should be café/outdoor display areas or landscaped
- ☐ Porches should be left open in their original form whenever possible

Signs

- ☐ Integrated into building and proportional to building size
- ☐ Wall-mounted, bracketed, or awning signs encouraged
- ☐ Avoid internally lit signs
- ☐ Window signs no bigger than 35% of window area
- ☐ Complement the external sign lighting with the building facade

Awnings

- ☐ Retractable fabric awnings are encouraged
- ☐ Complement awning color with the facade
- ☐ Awnings should be functional
- ☐ Accent lighting is allowed

Materials/Details

- ☐ Original building materials exposed or restored when possible
- ☐ High-quality materials on first floor
- ☐ Avoid vinyl and metal siding, large wood paneling
- ☐ Original details exposed or restored when possible
- ☐ Simplified details allowed

Finish Colors

- ☐ Develop a building color palette that is consistent with the historical palette identified for use in the downtown.
- ☐ Limit the number of building colors to three

Site Guidelines Checklist

Building Placement

- ☐ Setback in line with adjacent neighboring buildings
- ☐ Parallel or perpendicular to street
- ☐ No parking in front of building
- ☐ Locate parking to rear of building

Access and Circulation

- ☐ Shared vehicle access when possible; minimize number of curb cuts
- ☐ Uninterrupted sidewalks across driveways

Landscaping

- ☐ Integrate landscaping into site setting
- ☐ Landscaped buffer along sidewalk with side-yard parking
- ☐ Retain healthy trees where possible
- ☐ Choose plant material compatible with site design
- ☐ Provide adequate rooting material
- ☐ Consider snow storage and its impact on the landscape plantings
- ☐ Do not obstruct pedestrian or vehicle views
- ☐ Consider the anticipated level of landscape maintenance in the selection plants

Lighting

- ☐ Control off-site light spillage
- ☐ Appropriate pole and fixture style
- ☐ Appropriate light levels – don't over light the site

Utilities

- ☐ Not visible from public right-of-way
- ☐ Roof utilities screened by parapets
- ☐ Ground-mounted utilities and dumpsters screened by vegetation and fencing
- ☐ No dumpsters located within 20' of single and two-family houses
- ☐ Plan for snow removal

Contact List

Rouses Point Village Historian:

Donna Racine

Office hours at Village Hall on Wednesdays from 10:00 a.m. to 3:00 p.m. or by appointment

Phone: (518) 297-5502, ext. 335

E-mail: historian1933@aol.com

Historic Paint Palettes:

Sherwin-Williams Paints (available at Chazy Hardware)

Exterior Preservation Palettes

<http://www.sherwin-williams.com>

Benjamin Moore Paints

Historical Color Palette

<http://www.benjaminmoore.com>

Landscape Planting:

Cornell Cooperative Extension

6064 Route 22

Plattsburgh, NY 12901

Phone: (518) 561-7450

Fax: (518) 561-0183

<http://counties.cce.cornell.edu/clinton>

Director of Community Development:

Melissa McManus

Village of Rouses Point

139 Lake Street

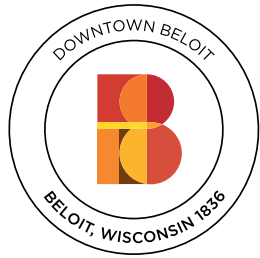
Rouses Point, NY 12979

(518) 297-6753

mmcmanu4@twcny.rr.com

Village of Rouses Point Website:

<http://www.rousespointny.com>



Downtown Beloit DESIGN GUIDELINES





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II. Process

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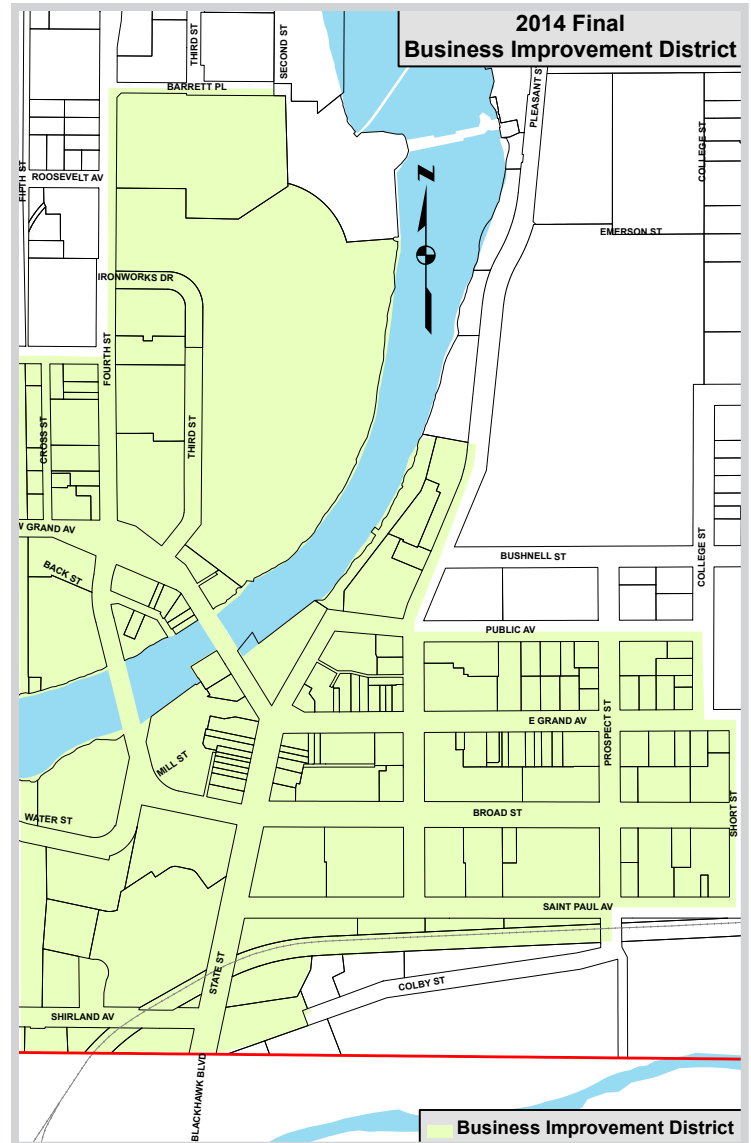
Sign Grant Application..... Appendix D



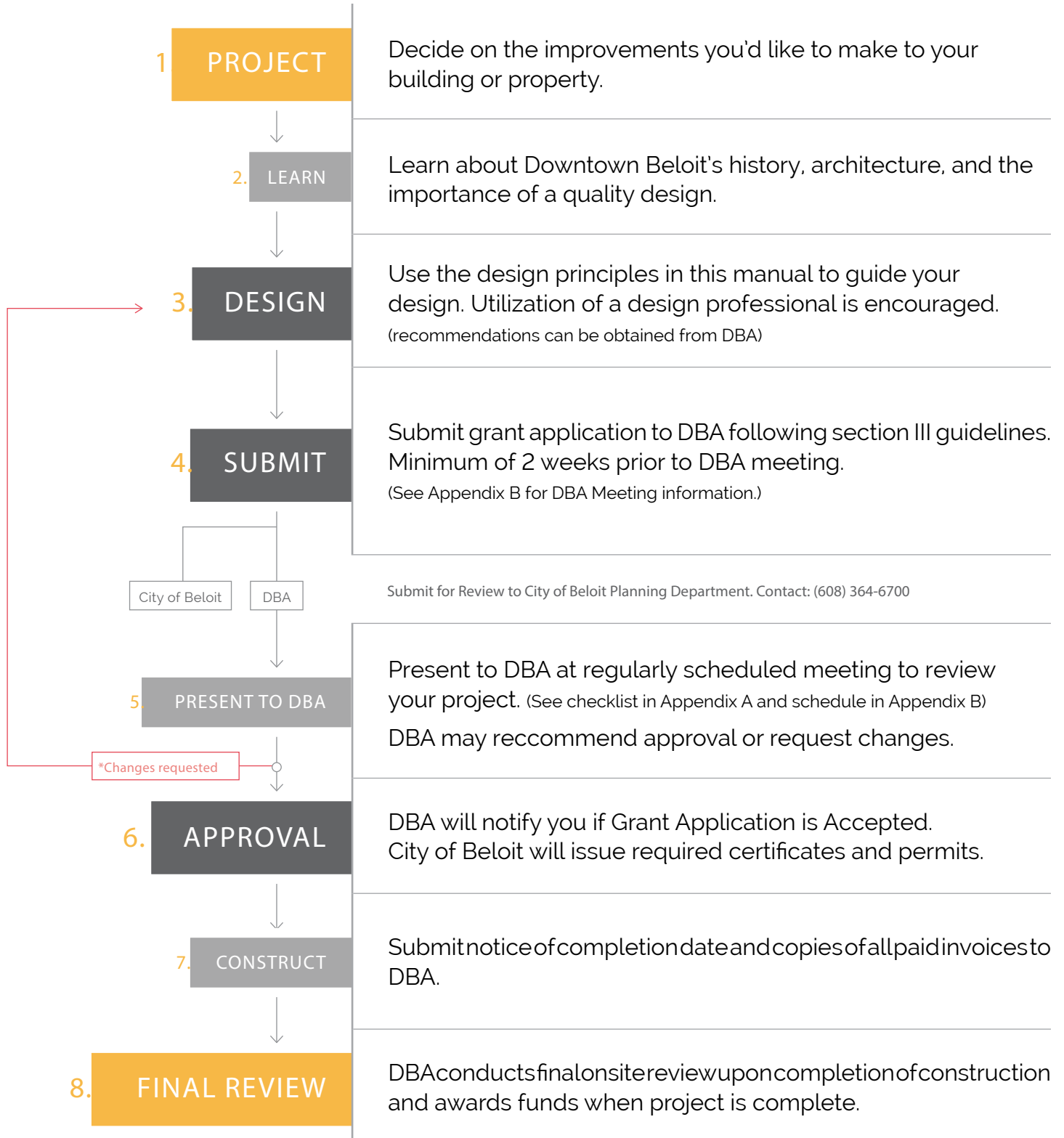
Overview

- Downtown Beloit Design Guidelines is an important guide for design of new construction, additions and modifications to buildings in the downtown. Property owners and design professionals should refer to this document in planning and designing rehabilitations and new improvements, as it will be utilized in the review of such proposals. These guidelines are the controlling design reference for the Business Improvement District. See exhibit 1.1 for area of concentration.
- The main goal of this document is to encourage and help owners with their façade improvements to make sure they contribute to the overall streetscape aesthetic of the downtown business district and aim to improve individual building image and functionality for business/building owners.
- Resources available through the program include grants and limited technical assistance from Downtown Beloit Association (DBA). Contractor and Designer/Architect recommendations can be obtained by the DBA if desired. The Program is administered and funded by the DBA. (The Program is not intended to finance routine repairs or maintenance that would be required under existing building codes or that does not contribute to the character of downtown.)
- Experience shows, time and again, that appearance is important to a healthy downtown business environment. Working together to create and sustain an attractive downtown image will benefit the community as a whole.

* This document is required to be followed when applying for a grant for all renovations, alterations, demolition and new construction within the Business Improvement District outlined on the right.



Area of concentration (Exhibit 1.1)





Guidelines for DBA Approval

This section outlines the guidelines for approval of grants offered by the DBA for any façade renovation, restoration, improvement or new build.

Overview

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any building façade not containing the main entrance but exposed to public view will be considered a secondary façade. Secondary façades may also be eligible for façade grants. To follow historic proportions, work with – not against – the original structure, and the original pattern of openings, rhythms, style and scale of façade components.



<http://fortmadison.com/mainstreet/historicpreservation/>



The Goal

Maintain Historic materials and original configuration of storefronts.

It is the intent of these guidelines that most buildings should have storefront-type glass systems facing the street. When alterations are made to the first floor levels of buildings that presently have more opaque wall treatments, the DBA will require that storefront type glazing be installed that could accommodate retail uses in the future.

Achieve goal by:

If an existing storefront is to be replaced, the new storefront that is traditional in character and include an appropriately designed bulkhead panel; large, undivided areas of clear glass display windows; a glazed transom surmounted by a storefront cornice; and a traditional, fully glazed storefront floor. The new storefront should fill the full height of the original masonry opening. Display windows should be of clear glass in pieces as large as is practical. Only clear low-E glass is permitted. Tinted or reflective glazing is not permitted. The display windows should not be divided into small panes of glass; unless historic documentation exists that indicates this is the original design.

Common mistakes

- Removing or radically changing storefronts and their features.
- Introducing architectural details if they cannot be documented as part of the building history.
- Introducing building materials which are not present or documented in historic building.
- Replacing a storefront when repair of materials and limited replacement are possible.
- Changing the location of the storefront's main entrance.
- Covering architectural details or enclosing storefront windows.



The Goal

Storefront awnings and canopies can greatly enhance the street appeal of downtown buildings. They are encouraged to protect pedestrians from sun and moisture. Typically, they should be traditional in style and 9'-0" above the sidewalk. Awnings should generally line up with adjacent awnings and transoms. This keeps a consistent elevation along the streetfront.

Custom awnings may be approved if sensitively designed to enhance the storefront.

Achieve goal by :

- Awnings should fit within the transom area of the façade.
- They should project 6' maximum and at 45 degrees from the building.
- Awnings should be visually contained within the building framework of columns and other architectural trim.
- Select a color that compliments the building colors and is consistent with the building architecture and era.
- Should be made of canvas or neoprene impregnated fabric.
- Size should compliment the proportions of the storefront.
- Lettering and font should be appropriately sized and scaled. (see Signage guidelines)
- Awnings should have a valance.

Common mistakes

- Using internally illuminated awnings.
- Using half-round hoop, and truncated wedge shaped awnings.
- Choosing a color that is bold or bright and detracts from the building architecture.
- Using awnings and canopies with soffit panels that block the transom windows.
- Using shiny vinyl fabric.
- Using fixed, metal, asphalt shingle or mansard type canopies.
- Covering up the building base pilasters or architectural details with the awning.



The Goal

Retain original upper story window openings that are visible from the public right-of-way. The size and placement of windows on new buildings should reflect the window types, sizes, proportions and patterns of nearby buildings along the block face.

Achieve goal by:

- Retaining and preserving windows that define the historic character of the building.
- Protecting and maintaining the wood and architectural metal that comprise the window frame, sash, and muntins.
- Making windows weathertight by reglazing, recaulking and replacing or installing weather-stripping.
- Repairing window frames and sash by patching, splicing, consolidating or otherwise reinforcing. Replace, in kind, parts that are extensively deteriorated or missing.
- Replacing a window, in kind, that is documented to be too deteriorated to repair.

Common mistakes

- Changing the number, location, size or glazing pattern of windows through cutting new wall openings, blocking-in windows, and installing replacement sash which does not fit the opening.
- Failing to provide adequate protection for windows against extreme weather conditions.
- Replacing an entire window when repair of materials or replacement of parts, in kind, is possible.
- Using a substitute material for the replacement part that does not convey the visual appearance of the historic window.
- Replacing a window with a modern window unit (sliding or fixed sash) in lieu of double-hung windows.
- Replacing arched top windows with square top windows.



The Goal

Maintain Architectural Details. The details are an important part of a building's character, and should be maintained and replicated when appropriate. Replacement should match the design, dimensions and material of the original trim and ornamentation. Substitute materials must be approved by the DBA Design Committee prior to implementation.

Achieve goal by:

- Retaining and preserving architectural details that define the building's historic character such as walls, brackets, railings, cornices, window architraves, door pediments, steps, and columns; and maintain joint and unit size, tooling and bonding patterns, coatings, and color.
- Providing proper drainage; repairing by patching, piecing-in or consolidating; retaining coatings such as paint that protects wood.
- Retain and repair or replace character giving trim ornamentation including, but not limited to, window caps, carved stone work, ornamental plaques, storefront cornices and eaves cornices.

Common mistakes

- Removing or radically changing architectural details that define the historic character of the building.
- Failing to treat causes of deterioration.
- Replacing an architectural detail when repair and limited replacement of deteriorated or missing parts are appropriate.
- Using a substitute material for replacement that does not convey the visual appearance of the architectural detail or is physically incompatible.
- Adding new architectural details which are not present in the character of the building or are incompatible in size, scale, material or color.



The Goal

Retaining and preserving historic building materials and textures that contribute to the historic character of the building (wood, metal, masonry, clay, and stucco). Protecting and maintaining the building exterior by providing proper drainage; repointing mortar joints and carefully executed spot repairs. Protect wood by staining or painting. Cleaning exterior building materials only when necessary to halt deterioration or heavy soiling. Choose materials that are historically accurate or that compliment the adjacent buildings and improve the aesthetics of downtown.

Achieve goal by:

- Using brick and stone as a primary and accent building material for all building types.
- Wood clapboard siding or similarly styled fiber cement siding may be appropriate in specific historical or site context; however, rough sawed wood, aluminum siding, rustic shingles and shakes, and plastic panels shall not be used.
- Glass, metal panels, and concrete are discouraged as primary building materials on the street façade in the downtown area.
- The type and detailing of building materials shall be consistent on all sides of a structure that are open to public view.

Common mistakes

- Removing, radically changing, or covering materials that define the historic character of the building.
- Failing to evaluate and treat causes of ongoing deterioration, such as leaking roofs or gutters, differential settlement, or extreme weather exposure.
- Over-cleaning exterior building materials to create a new appearance; or using harsh materials, methods, or chemicals.
- Removing non-deteriorated building materials or mortar and replacing materials or mortar to achieve a uniform appearance.
- Removing materials that are unrepairable without replacing in kind.
- Repointing with inappropriate mortar—synthetic caulking compound or hard, cementitious mortar—which causes damage to masonry.
- Painting masonry which is historically unpainted.



The Goal

Maintain historic masonry colors and detailing. Provide masonry repairs that blend with the existing masonry. Provide new masonry that is historically accurate and respectful to adjacent buildings. Mortar samples must be presented with brick selection.

Achieve goal by:

- Use gentle methods to remove paint or clean unpainted masonry.
- Re-paint previously painted masonry with approved color.
- Repaint defective mortar by duplicating the original in color, style, texture and strength.
- Repair or replace deteriorated masonry with new masonry that duplicates the old material as closely as possible.
- New brick must compliment adjacent buildings and should be minimum 80% one color.
- Colors and brick styles must be historically appropriate to the building.

Common mistakes

- Painting masonry which is historically unpainted.
- Tuck pointing with inappropriate color or type of mortar.
- Replacing or patching brick openings with mis-matched brick.
- Over-cleaning historic masonry. Sandblasting and other abrasive cleaning methods are prohibited.
- Choosing a brick blend that is not historically accurate.



The Goal

Lighting should accent the architectural details and signage on the building. It should be warm, pedestrian scale, and carefully aimed to highlight intended areas or signage.

Achieve goal by:

- Use spot or flood lighting to highlight the architectural detailing of a building. It should be discreet and blend with the wall on which it is mounted.
- Choose lighting that is appropriate size and scale to the building and pedestrians.
- Choose decorative light fixtures that are compatible with the building design.
- Use warm temperature LED or incandescent lighting in lieu of cold temperature (2500k or less).
- Provide adequate illumination to provide customer safety at front and rear entries.
- Rear security or entrance lighting should utilize shields as appropriate to minimize impact to neighboring uses.

Common mistakes

- Using lights that move, flash or make noise. These are prohibited.
- Using halogen or other cold temperature lights.
- Using out-of-scale fixtures.
- Mounting or aiming lighting that shines into the eyes of pedestrians.



Intro

Signs are a secondary design element to a building, but are equally important to the success of the façade. They have the ability to enhance or detract from the qualities of the architecture, therefore selections should be carefully considered, and if sign grant is applied for, subject to review by the DBA. All signage must also meet the City of Beloit Signage standards. Please contact the City of Beloit Planning Department for these standards and regulations. Any signs that are visible from the street need to follow these guidelines.

Sign types should fit within the architectural details of the building, where the building frames the sign. The sign becomes part of the overall composition of the building. Signs should relate to the architecture in material, shape and color.

Appropriate Sign Options:

1. Sign Boards

- A flat signboard with hand painted raised lettering is the most appropriate type of sign for older commercial buildings.
- These signs should be placed in the narrow band above the storefront. Modern internally lit box signs are not permitted.

2. Awning Signs

- Awning signs have lettering on the edge flap or skirting of the awning. Lettering on the body of the awning is allowed, but discouraged.
- Font should be scaled appropriately and proportionally.
- Colors must be approved by the DBA.

3. Display Window Lettering

- Lettering that is painted on or etched into the interior side of display windows and glazed entry doorways is acceptable. Vinyl is an acceptable alternative to painted or etched lettering.
- These signs should consist of lettering and/or a logo, should not cover more than 20% of the area of the glass panel, and should not obscure the display area. It is recommended to use simple type fonts with few words.
- One color is preferred. Color will need to be approved by DBA.

4. Hanging Signs

- These signs should project no more than four feet from the face of the building and should not obscure the signage of other nearby businesses.
- The signs and brackets should be designed to complement the architecture of the building and should be mounted in appropriate locations that would be specific to each façade. They should be externally lit.





5. Transom Sign

- A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights. These signs can be made today by leaded glass craft workers and can be made with easily removable panels.

6. Neon Signs

- True neon signs are permitted provided that all electrical supply cords and conduits and electrical transformers are hidden from view through the window. LED faux "neon" signs are not permitted.
- Must be reviewed on a case-by-case basis for approval of compatibility with building architecture.
- Colors should be compatible with and complement the façade of the building.

7. Painted Signs on Masonry

- Murals or signs painted onto masonry of a building are strongly discouraged.
- Murals intended to serve an artistic and/or historic function rather than advertising may be appropriate.

8. Temporary Signs

- When appropriate, portable sidewalk signs displayed during business hours can be used.
- These cannot replace permanent signage.
- Sandwich boards and street signs should be no more than 24" w x 48" h and should not block the pedestrian corridor. These must be put away outside of business hours.
- Banner signs should only be used to announce openings of new businesses. Banners may be used for a limited period in accordance with the City of Beloit regulations.

**Electronic Signs are prohibited in the grant program.

Achieve goal by:

- Signs and sign lettering should appear to be in scale with the façade.
- Use signs to help reinforce the horizontal lines of moldings and transoms seen along the street
- Signs should not obscure architectural details.
- Sign colors should also be compatible with the building façade and adjacent signs.
- Although a sign should be clearly visible, it should never dominate the façade nor obscure its architectural details.

Common mistakes

- Overly sized signs.
- Signs that block or obscure architectural detail.
- Using out-of-scale signs.
- Placing a sign higher or lower than adjacent signs may not increase readability, but instead create visual confusion.
- Using animated or electric signs.





1. Site Design/ Context

- To provide balance between buildings, a constant distance from the street curb should be maintained. This should be at "zero setback," or at the property line.
- Height differences between center buildings and adjacent contiguous buildings should not be excessive, and should be +/- 10% of adjoining building. Buildings should be a minimum of 22' in height.
- Side façades that face an alley or open spaces, should present a safe, clean and comfortable area that integrates the side façade with the street façade.
- Private parking lots are required to be behind the building served, and are to be landscaped and screened appropriately.
- Surface parking is prohibited within 10 feet of the lot lines along State Street and Grand Avenue.

2. Demolition

- If a building is to be demolished, the owner must submit a demolition plan and proposed replacement project to the City of Beloit using these guidelines.
- Remains must be cleaned and not leave a "hole" in the streetscape.
- Treatment of remaining party walls must be addressed through this approval process.
- Demolition requires permit and approval from the City of Beloit.

3. Landscaping

- Street trees and vegetation can be spaced so that they do not obstruct the building façade.
- Plantings should be maintained on a regular basis.

4. Site Maintenance

- Performing routine site maintenance is important to present a positive image to the community and can also prevent costly repairs that affect other parts of your storefront and the overall downtown district.

5. Streetscape Elements

- The purpose of addressing streetscape elements is to ensure coherent street perspective and to assist building owners and occupants with understanding the relationship between the public space and the building face.
- Cigarette urns, benches, tables, chairs, planters, bike racks and decor should be consistent with the rest of the downtown area.
- Streetscape zones:
 - **Edge Zone**—area between the face of curb and the furnishing zone, an area of required clearance between parked vehicles or traveled way and appurtenances or landscaping.
 - **Furnishings Zone**—area of the roadside that provides a buffer between pedestrians and vehicles, which contains landscaping, public street furniture, transit stops, public signage, utilities, etc.
 - **Throughway Zone**—walking zone that must remain clear, both horizontally and vertically, for the movement of pedestrians.
 - **Frontage Zone**—distance between the throughway and the building front or private property line that is used to buffer pedestrians from window shoppers, appurtenances and doorways. It contains private street furniture, private signage, merchandise displays, etc.

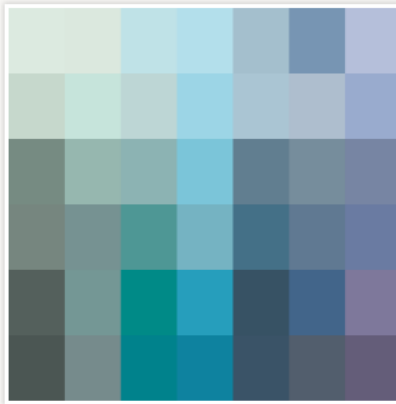


Color Palette

This section is meant to be an example of approved colors by both the National Trust for Historic Preservation and the Downtown Beloit Association. These can be from any brand.

1. The selection of colors on individual buildings should complement the predominant hues of nearby buildings.
2. The predominant color for most buildings should be relatively subtle. The natural brick and stone colors of red, buff, white, cream and gray should predominate; however, other historically appropriate colors will be considered.
3. Darker or brighter hues may be used for accent or to draw attention to details such as doorways.
4. Paint shall not be applied to masonry surfaces where none previously existed.

NATIONAL TRUST FOR
HISTORIC PRESERVATION



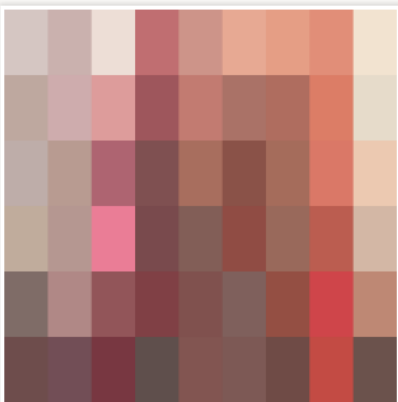
VELVET BLUES

NATIONAL TRUST FOR
HISTORIC PRESERVATION



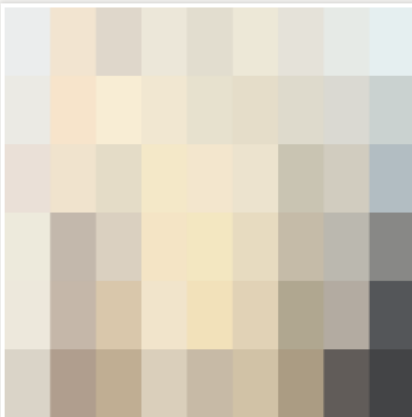
STATELY GREENS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



ANTIQUE REDS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



WHITES & NEUTRALS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



EARTHEN YELLOWS

Appendix A



Required materials for application:

Here is a check list of attachments to be submitted with the application.

- ☐ Contractor estimate that itemizes the major components for this project.
- ☐ Proposed contractor business information and previous completed work.
- ☐ Recent photos showing current condition of the building. Make certain to include neighboring businesses in your photo/rendering.
- ☐ Historic photos, if applicable.
- ☐ Color samples for paint and all other materials being proposed.
- ☐ Color renderings or artistic representation of proposed changes. Make certain to include neighboring businesses in your photo/rendering.
- ☐ Scale drawing showing alterations. This should include exterior elevations and preferably a wall section.
- ☐ If the project is being carried out by a tenant, written approval from the property owner and evidence of leasehold interest must be provided (property owner must also sign grant application).
- ☐ Copy of Architectural Review Application.
- ☐ Copy of Landmarks Commission application (if required).
- ☐ Completed Grant Application form.
- ☐ Any other documentation necessary to illustrate the visual impact of the proposed project.

Appendix B



DBA Meeting Schedule:

****THE DBA DESIGN COMMITTEE MEETS ON THE 3RD WEDNESDAY OF EVERY MONTH AT 3:30 PM.**

All applications and submittal requirements MUST be submitted to the DBA 2 weeks prior to a regularly scheduled meeting.

At the meeting, the applicant will be expected to present the project, as a whole, to the members of the DBA Design Committee. At this point, it is expected that drawings, materials, colors, etc. are shown to the DBA. The requirements for submittal and presentation are listed in the Appendix A checklist.

After the meeting, the committee members will discuss and review the project. The applicant will receive feedback and an official approval or rejection within 3 days of the presentation (depending on the size of project, this timeframe may vary).

Please contact (608) 365-0150 for more information.

www.downtownbeloit.com

Appendix C



Goal: To encourage local economic growth and development by making downtown Beloit an attractive location to live, work, play and do business. Façade Grants target improvements that contribute to the overall streetscape aesthetic of the downtown business district and aim to improve individual building image and functionality for business/building owners.

Strategy: Building and Business owners may apply for matching grants up to \$1,000 for façade renovations.

Design Guidelines: Applicants must comply with DBA design guidelines created to support both historic preservation and appropriate modernization using high quality materials to achieve a pleasant and cohesive downtown look.

Grant Review and Approval: DBA staff actively solicit grant applications based upon targeted improvement. The DBA Design Committee reviews all proposals and awards funding, based upon fund availability and compliance with design guidelines.

Funding Source: This matching grant program has an annual budget and is funded primarily through the Downtown Business Improvement District (BID) via the Downtown Beloit Association.

Who can apply? Building and Business owners (or a joint venture of these two parties) of taxable commercial properties located within the BID (see Design Guidelines) are eligible for this program, with the exception of publicly owned buildings. All properties must be in conforming use under the City's zoning ordinance except a commercial use that is nonconforming due to lot, bulk, or yard requirements and/or possessing a zoning variance. While business owners who do not own the property may apply, written permission from the building owner and proof of leasehold is required.

Properties with outstanding tax assessments or code violations are not eligible unless the grant is primarily intended to reverse code violations.

Frequency: One grant per year per property owner and/or tenant per building or address.

Grant Terms: Grants made under this program shall be a minimum \$500 and shall not exceed \$1,000 per building. The applicant provides at least a 50% cash match to the total project cost.

Grant projects must have a minimum investment of \$1,000 per building. Grant funds are distributed upon successful completion of the project.

The Design Committee reserves the right to offer matching grants within the range of \$500 and \$1,000 based on need, fund availability and overall physical impact to streetscape objectives.

Eligible Expenses: Exterior repairs and renovations on commercial storefronts and facades visible to public streets, alleys, parking and pedestrian walkway areas in compliance with the Design Guidelines.



Exterior eligible expenses include but are not limited to the following:

1. Repair and/or replacement of original building materials and deteriorated or missing decorative details that restore historic elements.
2. Repair of non-original materials unable to be removed due to structural integrity of the underlying original building material.
3. Design and maintenance improvements made to the front, rear, or side building elevations.
4. Cleaning of exterior building surfaces
5. Tuck pointing and masonry repair
6. Painting
7. Repair, replacement or addition of entrances, doors, display windows, transoms or second story windows.
8. Removal and/or repair of existing signs and awnings. Additions or signs and awnings compatible to the downtown Design Guidelines.
9. Other items that are viewed as necessary or complimentary to the properties exterior renovations.
10. Modifications for handicapped accessibility.

Ineligible Expenses: Roofing repairs, new building construction, purchase of property, buildings, equipment, fixtures and furnishings, inventory or operating capital. Projects completed prior to grant application.

Additional Requirements: Some properties within the district are on or eligible for the National Register of Historic Places. These properties must also conform to the Department of Interior Standards for Rehabilitation and therefore, must also be reviewed and approved by the City of Beloit Landmarks Commission. This is an entirely separate process.

Interested? Please contact the Downtown Beloit Association at 608-365-0150 to discuss your façade plans and to determine if the proposed project is eligible for grant assistance under the terms and conditions of this grant program.

Application Submission and Review: Downloadable grant applications are available in this document and from the DBA. or can be downloaded at <http://downtownbeloit.com/us/resources/grants>

Submit completed forms and attachments directly to DBA staff for initial review. If the proposed design does not meet the Design Guidelines, DBA Staff will meet with the applicant to discuss solutions and revise the application prior to committee review. The DBA Design Committee meets monthly to review and approve grant applications that meet design guideline criteria.

Successful applicants will receive a letter of intent to provide project funds. Sometimes mitigating circumstances arise that do not allow an applicant to complete the approved plan. Minor changes may be authorized by DBA staff. Significant deviations from the approved design plan will require additional review and approval by the Design Committee. Unapproved, substantial deviations will result in withdrawal of grant award.

When do you get your money? Grant funds become available when the façade project is successfully completed and certified by DBA staff.



Applicant Contact Information

Name: _____

Address: _____

Phone: _____

e-mail: _____

Property address (must be within Downtown Beloit District):

Building Owner Information and Confirmation (if different from applicant)

Name: _____

Address: _____

Phone: _____

E-mail: _____

I approve this building project.

Signature: _____ Date: _____

GENERAL INFORMATION

Historic Preservation:

What year was this building constructed? _____

Is this building listed on the National Registry of Historic Places? _____

If yes: You may be eligible for tax credits. Would you like more information on Tax Credits?

Also you will need to go through City of Beloit Architectural Review and Landmark's Commission approval.

Project Narrative:

Please briefly describe the work you propose to do for this project and attach a design plan / rendering of work to be completed. Include paint, awning color samples, architectural renderings or computer-generated images of both the current and completed facade:



Are you interested in receiving free design assistance for this project? _____

Will you be using the services of a design professional for this project? _____

Project Start and Estimated Completion Dates: _____

Note: work needs to be completed within 90 days of project approval. Extenuating circumstances will be considered.

Project Budget:

What is the total estimated cost of this project? _____

Please attach a contractor estimate that itemizes the major components for this project.

Award request amount: \$ _____

(These are matching funds, up to \$1,000. For example a \$1,200 project is eligible for a maximum of \$600)

Check List:

Here is a check list of attachments to be submitted with the application.

- A recent photo showing current condition of the building and neighboring properties.
- Historic photos of site and neighboring properties if applicable.
- Color samples for paint and canvas.
- Scale drawing showing alterations.
- Copies of itemized cost estimates from contractors.
- If the project is being carried out by a tenant, written approval from the property owner and evidence of leasehold interest must be provided (property owner must also sign Grant application).
- Proof of Architectural Review (if required)
- Proof of Landmarks Commission approval (if required)
- Copies of necessary permits

The information submitted herein is true and accurate to the best of my knowledge. I have read and understand the conditions of the Downtown Beloit Association's Façade Grant Program and agree to abide by its conditions and guidelines.

Signed: _____ Date: _____

Signed: _____ Date: _____



FOR DBA USE ONLY

Received: _____

Verified: _____

Approved: _____

Modifications: _____

Completed: _____

Certified: _____

Paid: _____

Appendix D



The Downtown Beloit Association (DBA) has developed a sign grant program to help downtown business owners to design and install appropriate signage for their business. Essentially, the DBA will provide a matching grant up to \$500 for the first 4 approved projects or until all the funds run out.

PURPOSE OF THE GRANT PROGRAM

Signs are as much a part of Main Street as the buildings themselves. Their primary function is to identify businesses to customers. For this reason, almost every business, professional and public office has at least one, and many have more than one. In addition to locating businesses for customers, signs also:

- Make an image statement of their respective businesses.
- Contribute to the overall look of the individual buildings on which they are located.
- Contribute to the overall look of the downtown.

Because signage serves such an important functional task for businesses and such an important aesthetic function for the downtown, this grant program has been established. The purpose of the sign grant program is to encourage and stimulate the introduction of quality signage into the downtown.

Signage projects that receive grants will comply with the design standards established by the DBA and will be approved by the DBA's Design Committee.

CHARACTERISTICS OF A GOOD SIGN

Signs need not be large, over-illuminated, or be expensive to be effective, but should have the following characteristics:

- **LEGIBILITY:** signs must be readable with simple lettering style.
- **CLARITY OF WORDING:** the message should be clear and simple so the reader can easily absorb it.
- **PLACEMENT:** the sign should be placed where it is easily seen.
- **ATTRACTION:** some element of the sign should catch the eye and hold it long enough to get the message across.
- **DURABILITY:** the materials and construction of a sign should weather well to present a positive, well-kept image.
- **ELIGIBILITY:** All business and property owners who are located within the DBA's Business Improvement District (BID) boundaries are eligible.



Name and address of applying business:_____

Name of person applying:_____

Date:_____

Will you be using the services of a graphic artist or professional sign crafts person for this project?

Yes ☐ No ☐

Who:_____

What is the total estimate cost of the project:_____

Please provide the cost breakdown by major category (design, materials, labor, etc.)

ITEM

COST

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Proposed starting date:_____

Proposed completion date:_____

What is the existing use of the storefront on which the sign will be mounted?_____

Who owns the property on which this sign will be mounted?_____

Please attach copies of the proposed project design and cost estimates showing compliance with design guidelines.

The undersigned applicant(s) affirms that:

The information submitted herein is true and accurate to the best of my (our) knowledge. I (we) have read and understand the conditions of the DBA's Sign Grant Program and agree to abide by its conditions and guidelines.

Signed:_____

Signed:_____



Status Report of the Downtown Mukwonago Strategic Plan

Prepared by: Downtown Development Committee

April 26, 2023



Downtown Development Committee Members

Trustee Scott Reeves - *Village Board & Village Resident*

Jason Wamser – *Plan Commission Member and Village Resident*

Tina Chitwood - *Wisconsin Economic Development Corporation & Village Resident*

Ray Goodden - *Downtown Business Owner*

Eliza Pautz - *Downtown District Resident & Library Board Member*

David Stockwell - *Downtown Business Owner & Village Resident*

Gail Yerke – *Town of Mukwonago Resident & Business Owner*

James Pauer – *Village Resident*

A special thank you to Fred Schnook, Village Administrator and Erin Schaarf, Village Planner



Downtown Mukwonago Strategic Plan - 2023 Status Report

The purpose of this report is to update the Mukwonago Village Board and standing committees on the current status of the recommendations identified in the 2018 Downtown Mukwonago Strategic Plan. The Downtown Development Committee will also use this document as a resource to identify its 2023 workplan.

Geography Included in the Plan

The 2018 Plan focus included the Village Center Overlay Zoning District and the residential areas in the boundaries between Field Park on the North and Indianhead Park on the southwest as well as on Hwy. 83 to the railroad overpass in the southeast.

EXHIBIT 1
Ordinance No. 931

Village Center Overlay Zoning District Boundary and Sub-Districts



Sub-Districts

Red—Retail Center

Green—Multi-Purpose Perimeter

Yellow—Residential Perimeter



Status of Projects from June 2018 through April 2023

Tier 1 - Recommendations

These recommendations were of the highest importance to the committee and the community and were to be acted upon within a one to two-year timeframe. Additional details for each recommendation can be found at the end of this document under “Recommendation Descriptions.”

1-1 | Engage a firm to create a roadway design and streetscaping enhancement plan.

Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways.
Begin implementing crosswalk safety enhancements.

| Status | Completed |
|-----------|---|
| Narrative | <ul style="list-style-type: none">• Foth Streetscape Master Plan completed in 2020• Ruekert & Mielke, Inc. prepared Hwy. 83 30% design plans for WisDOT. DDC recommended 30% plans to the Board and approved on 2/23/2023. Board OK'd DDC to move forward with development of design standards in March 2023.• Flashing crosswalk signals installed at multiple locations on Rochester St.• Temporary bump outs on Rochester St. tested in 2022 and 2023• Downtown placemaking banners installed 2022• Flower planters installed at six locations in 2022• LED holiday lights replaced old holiday lights in 2022• Indianhead Park |

1-2 | Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.

| Status | Completed |
|-----------|--|
| Narrative | <ul style="list-style-type: none">• Preferred Truck Route signs directing trucks to Holz Pkwy. and Veterans Pkwy. installed on Hwy. 83 at the North and South entrances of the community. Ongoing education can still be in process.• Committee engaged in dialogue with WisDOT to discuss rerouting Hwy. 83 options and alternatives |

1-3 | Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in downtown.

| Status | In Process |
|-----------|--|
| Narrative | <ul style="list-style-type: none">• Phantom Junction Stage in Indianhead Park constructed in 2022. Collaboration with local service organizations to develop entertainment programming began in 2023• Ongoing support of Chamber and community events held in Downtown including: Fall Fest, Midnight Magic Parade, Business Trick or Treat• Comprehensive Outdoor Recreation Plan (CORP) created and approved February 2023. Focus on trails to connect Indianhead Park to downtown |

1-4 | Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.

| Status | In Process |
|-----------|--|
| Narrative | <ul style="list-style-type: none">• HPC does exist, but it's focus area is the Grand Avenue and Pearl Street residential area; not the Village Center Overlay District nor the Retail Center |



- 1-5 | Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.

| Status | In Process |
|-----------|---|
| Narrative | <ul style="list-style-type: none"> Redevelopment Resources Market Strategies report October 2020 Finalized a Business List of all businesses operating in the Village in March 2023 (Includes: Industry, Company Name, Address, Primary Contact E-mail, Name and Phone #) |

- 1-6 | Investigate the development of a Downtown Business Owner's Association to support and enhance downtown.

| Status | In Process |
|-----------|--|
| Narrative | <ul style="list-style-type: none"> DDC has participated in the WEDC Connect Communities program since 2021. DDC members and Village staff have participated in events and have submitted annual reporting to maintain certification in the program. <ul style="list-style-type: none"> Investigating the development of Downtown Business Owners' Associations is part of the resources offered by the Connect Communities Program. |

Tier 2 - Recommendations

These recommendations were recommended to be acted upon within a three to four-year timeframe, as some recommendations build off of the Tier 1 plans. Additional details for each recommendation can be found at the end of this document under "Recommendation Descriptions."

- 2-1 | Invest in the maintenance and replacement of pedestrian safety features and roadside amenities. Continue with pedestrian safety and crosswalk enhancements.

| Status | In Process |
|-----------|--|
| Narrative | <ul style="list-style-type: none"> Sponsorship program for planters was developed and has raised enough to purchase two more sets of planters in 2023 (ongoing) Master Gardener volunteers are working with DDC's Trustee Reeves for the care and maintenance of the planters in 2023 (ongoing) Foth Design Plan 2020 includes rendering for downtown entryway signs DDC recommended to the Board to include bump outs with Hwy. 83 30% Design Plans in March 2023 |

- 2-2 | Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.

| Status | In Process |
|-----------|---|
| Narrative | <ul style="list-style-type: none"> Initial discussions about design guidelines and recommendation to the Plan Commission and Board to move forward with the development of design guidelines in March 2023 DDC members held a walk-through tour of Downtown to review and discuss preferred design elements in March 2023 Initial discussions about design guidelines and recommendation to the Plan Commission and Board to move forward with the development of downtown design guidelines in March 2023. Board OK'd DDC to move forward with development of design standards in March 2023. |



2-3 | Promote and collaborate with the Library, Chamber of Commerce, Red Brick Museum and the Wisconsin Historical Society for historical and cultural events and programming.

| | |
|-----------|---|
| Status | In Process |
| Narrative | <ul style="list-style-type: none"> DDC member Eliza Pautz is also a member of the Library Board DDC member Trustee Reeves participates in the Red Brick Museum meetings |

2-4 | Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.

| | |
|-----------|----------|
| Status | Not Done |
| Narrative | |

2-5 | Create financial support programs to encourage and support downtown building improvements and business development.

| | |
|-----------|--|
| Status | In Process |
| Narrative | <ul style="list-style-type: none"> Village staff has investigated funding with WEDC and stands ready to support the application for a Community Development Investment (CDI) grant for the new Espresso Love Coffee project at 301 Main Street Attending Connect Community trainings to learn more about financial tools Village Administrator and President conducting employer retention visits - ongoing Letters of Support written for WEDC Main Street Bounceback Grants 2022 |

2-6 | Invest in wayfinding signage around the downtown and to key points of interest in the Village.

| | |
|-----------|--|
| Status | In Process |
| Narrative | <ul style="list-style-type: none"> KMG signage design plan created and adopted in March 2022 2022 Board approval to implement signage plan over four years DDC recommended to the Board to install gateway signage at six (6) locations entering the community in December 2022. Board approved and is reviewing RFP responses April 2023 |

2-7 | Marketing of existing public parking options in downtown.

| | |
|-----------|----------|
| Status | Not Done |
| Narrative | |

2-8 | Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

| | |
|-----------|--|
| Status | Not Done |
| Narrative | <ul style="list-style-type: none"> DDC has participated in the WEDC Connect Communities program since 2021. DDC members and Village staff have participated in events and have submitted annual reporting to maintain certification in the program. <ul style="list-style-type: none"> Investigating the development of BIDs is part of the resources offered by the Connect Communities Program. |



Summary and Next Steps

The Downtown Development Committee recognizes the difficulty in completing the recommendations in the recommended timeframe in part due the COVID-19 pandemic and Village staffing changes.

The DDC will use this Status Report to develop a 2023 workplan.



Recommendation Descriptions

The following details have been offered by the DSPSC for background and support for each recommendation. The estimated costs have been included for capital expense planning purposes and offer a range of cost based on committee members' history and knowledge for the items. When available, actual cost estimates have been noted.

Recommendation 1-1

Engage a firm to create a roadway design and streetscaping enhancement plan. Elements to be included: sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.

Mukwonago has a fair amount of historic buildings at its core, but the Hwy. 83 roadway corridor through downtown leaves a lot to be desired with many concrete surfaces, mismatched benches and lighting and limited color in the downtown. The downtown environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Other considerations include:

- Overall cleanliness, attractiveness, maintenance and repair, and safety
- Connect to the rest of the community through signage and sidewalks
- Inventory existing sidewalks, crosswalks and other amenities such as benches, planters and garbage bins
- Address sidewalks, crosswalks and pedestrian safety features such as activated flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains, gathering spaces and gateways
- Connect and enhance Indianhead Park on the southern boundary of downtown
- The plan should also include a comprehensive recommendation for the downtown along with a list of potential funding sources
- Regarding implementation (see Tier 2 recommendations), consider a manageable block-by-block plan instead of attempting to improve the entire district at once

This recommendation addresses enhancing the environment in downtown to be a welcoming, friendly, attractive, colorful, connected and safe environment.

❖ **Estimated Planning Cost: \$10,000-\$50,000**



Recommendation 1-2

Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.

To reduce heavy truck traffic, the DSPSC has recommended to the Village Board to adopt an ordinance diverting heavy truck traffic from Hwy 83 to Veterans Way/Holz Parkway. This should be supported by:

- Educating truck drivers of the preferred truck route
 - Installation of new signs indicating the bypass route
 - Educating residents and visitors about the option to use Veterans Way/Holz Parkway if they do not intend to stop at a business/location in downtown
 - It is important that this recommendation does not negatively impact the business community, so the DSPSC is recommending the installation of additional signage to direct traffic to the historical downtown retail center
- ❖ Estimated Cost: \$250-\$2,000 for new signs to be installed informing drivers of new routes and limited costs associated with the Village Attorney's time spent on the project.

Recommendation 1-3

Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in the downtown area.

An engaged network of neighbors, community groups and volunteers should be created to develop additional cultural opportunities while capitalizing on the Village's existing assets (Red Brick Museum, Community Library) and events (arts, culture and heritage). The goal will be to articulate the unique character of downtown culture, heritage and recreational activities.

- Strengthen relationships with individuals and organizations to build a common vision and thereby maximize resources
 - Allocate additional human and fiscal resources for marketing and promoting the activities of this group
 - Encourage a connected parks and trail system that promotes a link to nature, recreation, and the downtown. Consider the goals for the Village's Comprehensive Outdoor Recreation Plan (2017) to make informed decisions pertaining to facilities and parks before making capital investment plans
- ❖ Estimated Cost: TBD based on the amenities and resources to be developed.



Recommendation 1-4

Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.

In recent history, the Village had a Historic Preservation Commission (HPC) which was absorbed by Mukwonago's Plan Commission. Reinstating a HPC is a top priority activity in the Tier 1 recommendations based on the community survey, feedback from the open house as well as the committee members' research on this topic. The Village also maintains a Certified Local Government (CLG) status with the Wisconsin Historical Society (WHS). The recommended activities for this group include:

- Assess the benefits of activating the Village's CLG status
- Conduct walking tours to promote the historic features and cultural assets of downtown (in cooperation with the Red Brick Museum)
- Coordinate with the Red Brick Museum and Chamber to educate property owners about the benefits of historic preservation
- Conduct an architectural review based on newly created Design Guidelines (Tier 2 activity)
- Develop financial tools to support historic preservation and compatible redevelopment (Tier 2 activity)

❖ Estimated Cost: \$0

Recommendation 1-5

Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.

By engaging a firm such as the UW-Extension to conduct a market analysis, relevant market data and information can be used to support existing and new business growth. Additional areas to be addressed in this report should include:

- Industry cluster targets and a market gap-analysis
- Programs to attract locally-owned, independently-owned, niche/specialty businesses as well as existing businesses seeking a second location in downtown
- Conduct a business and building inventory
- Compare attraction prospects with existing land use and zoning ordinances within the Downtown Overlay District
- The results of the program should be communicated with existing businesses and property owners via a business outreach program (Tier 2 activity)

❖ Estimated Report Cost: \$5,000-\$10,000



Recommendation 1-6

Investigate the development of a Downtown Business Owner's Association (DBA) and in years 2-3 a Business Improvement District (BID) to support and enhance downtown.

Downtown business development is most successful when led by a strategically-focused group. The DSPSC recommends the creation of an organizational structure to lead downtown business redevelopment activities and projects. Potential structures include:

- Downtown Business Owner's Association (DBA)
- Existing Village Economic Development Committee (EDC)
- A committee to be created under the Chamber of Commerce
- A Business Improvement District (see Tier 2 recommendation)
- Main Street program
- Connect Communities program

The DSPSC is not recommending the Village coordinate the ongoing management/organization for downtown business development, as this is best done in a partnership with the Village, business owners, property owners and key downtown stakeholders. The Village should continue to highlight downtown economic development efforts during the annual Economic Development Breakfast, and for the Village President to continue with business retention visits, as well as engage in discussion with the newly created entity.

❖ **Estimated Cost - DBA (Tier 1): \$0**

Recommendation 2-1

Invest in the maintenance and replacement of pedestrian safety features and roadside amenities.

Building off of Recommendation 1-1 there will be needed maintenance as well as additional features to consider for the beautification of downtown. Elements to be assessed include but are not limited to:

- Maintaining sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage and recycling bins, bike racks, elements that offer shade, vegetation, restrooms, water fountains and gathering spaces
- Developing an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time
- Enhance the entrances to the historical pedestrian-friendly downtown with prominent visual upgrading and/or utilizing landmarks to serve as gateways

❖ **Estimated Cost: Varies depending on the elements to be installed.**



Recommendation 2-2

Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.

Historic buildings are critical to the fabric of downtown. The Village Historic Overlay District ordinance provides guidance for maintenance and improvements made to existing commercial and residential properties in the District. By engaging a firm to develop a Design Guidelines Plan that focuses on exterior building improvements, the fabric of downtown will be enhanced for future generations to enjoy.

The guidelines should serve as a tool for commercial and residential properties during building renovations and new construction to support a cohesive image and branding for downtown. This will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community. Incorporating the recommended roadway improvements from the previous recommendation in the Tier 1 (see Roadway Improvements and Streetscaping Enhancement Plan) will maintain compatibility with the existing environment.

The firm will also conduct an independent analysis of commercial properties for the entirety of Mukwonago's downtown and include action items, funding sources and a consideration of multi-use housing opportunities.

It is recommended that the selected firm and the Village engage the public through several methodologies:

- Include downtown stakeholders and residents in several visioning as well as community workshops. Items to be addressed include the current status of properties, identification of properties suited or marketable for commercial use and areas that lend themselves to possible redevelopment
- Present results to the public for comment in informational feedback sessions
- Share design guidelines with the public via the Village's website and other resources

❖ **Estimated Cost: \$10,000-\$50,000**



Recommendation 2-3

Promote and collaborate with community-based organizations for historical and cultural events and programming.

Mukwonago has existing groups, such as the Community Library, Chamber of Commerce and Red Brick Museum, that offer programs and other activities which enhance the historic and cultural identity of the Village. The DSPSC recommends developing partnerships with these groups, the newly formed Historic Preservation Commission, the Mukwonago Area School District and Education Foundation, as well as downtown property and business owners to support existing events while encouraging new activities and cultural programming in the downtown.

❖ Estimated Cost: \$0*

**New events/activities may require funds for implementation and marketing.*

Recommendation 2-4

Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.

The DSPSC recognizes the existing events and offerings by the Community Library, Chamber of Commerce, Red Brick Museum, School District, among others that provide historic and cultural benefit to Village residents and visitors. The Committee recommends actively conducting cross-promotions by each of these groups to create a strong and engaged network that will showcase activities throughout the community. The end goal is that residents have a greater sense of belonging and civic pride to support local, cultural and recreational activities.

- Promote the development of a community calendar to consolidate all planned activities and events

❖ Estimated Cost: Varies depending on the type of marketing to be deployed.



Recommendation 2-5

Create financial support programs to encourage and support downtown building improvements and business development.

A part of implementing the new Design Guidelines and Market Analysis, financial support programs must be developed to encourage and support downtown building improvements and business development.

- Identify and research financial tools to support historic preservation, building improvements and compatible redevelopment (ex. Local lenders low-interest loan pool and Façade, White Box Grant and Signage Grant)
- Identify other funding mechanisms to support business development (ex. Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)
- Implementation of selected financial assistance programs to be conducted by the Village and/or newly created HPC (or BID)
- Grants which aid in the revitalization of specific properties within downtown should also be pursued (ex. WI Economic Development Corporation's Community Development Investment Grant and Brownfield Grant)
- Continue the existing business retention program conducted by the Village President
- Create marketing materials to summarize all the available local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) with property and business owners

❖ **Estimated Cost:** Varies with the program to be created*

**Source of funds may come from the Village's General Fund, TIF, BID, etc.*



Recommendation 2-6

Invest in wayfinding signage around the downtown and to key points of interest in the Village.

Develop a plan and install a coordinated wayfinding signage system throughout the Village including Downtown and Downtown Neighborhoods (ie: Pearl Street as a destination).

A system of well-balanced parks as well as land and water trails that connect and direct users to downtown, engages people of all ages and backgrounds, while enhancing the overall quality of life for Village residents and visitors. The Village has many trails that serve a range of uses (walking, biking, East Troy Railroad Trolley, boating, canoeing and kayaking on the rivers and lakes).

- Signage will be installed to direct trail users to downtown
 - Install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district
 - Downtown parking options must be signed and should present a positive and aesthetically pleasing image
- ❖ **Estimated Cost: Varies, but may range between \$10,000-\$25,000 depending on the number and style of signs to be installed.**

Recommendation 2-7

Marketing of existing public parking options in downtown.

Public parking spots exist within downtown in both public parking lots and on-street parking. These parking spaces serve visitors, daytime workers and attendees of special events.

The Chamber of Commerce, in its function as a visitors' bureau and special events coordinator, existing businesses, and other community stakeholders offer numerous tools to educate the public about the location of public parking options in downtown.

Recommendations include:

- Develop a map to share with business owners; online map resource
 - Identifying the location of all parking spaces
 - Install wayfinding/directional signage to identify the location of parking lots
 - Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown
- ❖ **Estimated Cost: TBD**



Recommendation 2-8

Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

See Recommendation 1-6.

- ❖ Estimated Cost - BID (Tier 2): Each property owner in the BID pays an annual special assessment tax.