

Section 94.10.01: Purpose

The purpose of this Article is to establish regulations that address the exterior design and appearance of new buildings and their relationship to other structures, hard surfaced areas, landscaping areas, and other required site design elements on the same building site or adjoining building sites. Sites and buildings within a D Design overlay zoning district, as specified in Section 94.6.02, shall also be subject to the unique building and site design standards of that district.

Section 94.10.02: Single-Family and Two-Family Housing Standards

- (1) **General Design Requirements.** All new single-family detached residence shall meet the design requirements of Section 94.4.02(1). Expansion or exterior remodel (exceeding 50 percent of the equalized assessed value of the structure at the time of the proposed project) of existing single-family detached residence shall meet the design requirements of Section 94.4.02(1) to the extent determined practical by the applicable site plan approval authority. All new two-family residence shall meet the design requirements of Section 94.4.02(2). Expansion or exterior remodel (exceeding 50 percent of the equalized assessed value of the structure at the time of the proposed project) of existing two-family residence shall meet the design requirements of Section 94.4.02(2) to the extent determined practical by the applicable site plan approval authority.
- (2) **Housing Variety in New Subdivisions.** As part of each residential plat approved after March 18, 2015, the subdivider shall prepare, the Plan Commission shall approve, and the subdivider shall record private restrictions over the subdivision to increase variety and reduce monotony in the design, materials, and colors of Single-Family Detached and/or Two-Family Dwellings. Once recorded, such restrictions may be removed or amended only upon the subsequent approval of the Plan Commission.

[Amended via Ord. 17-037, 12/20/2017]

Section 94.10.03: Design Standards for Multi-Family and Non-Residential Buildings

- (1) **Applicability.** All new multi-family (3+ unit) residential principal buildings and non-residential principal buildings shall meet the design requirements in this Section, with the exception of farm structures such as barns, silos, and grain elevators. Expansion and exterior remodeling (exceeding 50 percent of the equalized assessed value of the structure at the time of the proposed project) of existing multi-family (3+ unit) residential principal buildings and non-residential principal buildings shall meet the design requirements in this Section to the extent determined practical by the applicable site plan approval authority. All Detached Accessory Structures serving multi-family residential principal buildings shall meet applicable design requirements in Section 94.4.09(2). All Detached Accessory Structures serving non-residential principal buildings shall meet applicable design requirements in Section 94.4.09(1).
- (2) **No Conversion of Residential Buildings for Commercial Use.** No building designed and constructed for residential use shall be remodeled, converted, or used for a nonresidential use or activity, except for any of the permitted or conditional uses in the associated residential zoning district listed in Figure 3.04.
- (3) **When Licensed Architect Required.** All proposed new construction and additions to multi-family residential and non-residential buildings shall require building elevations stamped by an architect licensed in the State of Wisconsin, except for buildings devoted to a storage or disposal land use listed in Section 94.4.06, a transportation land use in Section 94.4.07, an industrial land use in Section 94.4.08, or as otherwise approved by the Plan Commission or Extraterritorial Zoning Committee.
- (4) **Building Size and Mass.** The size and mass of buildings and structures shall be designed with consideration of the buildings, public ways, and places to which they are visually related (see Figure 10.03(1) for examples). The relative proportion of a building to its neighboring existing buildings, to pedestrians, or to other existing buildings shall be maintained or enhanced when new buildings are built

or when existing buildings are altered.

Figure 10.03(1): Examples of Building Size and Mass Continuity



- (5) **Building Façade Continuity.** Changes in building material, color, and texture shall occur at points related to the massing and overall design concept for the building. Each building shall be visually compatible with the buildings, public ways, and places to which it is visually related in its directional character, whether this is vertical character, horizontal character, or non-directional character. Building facades and appurtenances such as walls, fences, and landscape masses shall, when it is a characteristic of the area, form cohesive walls of enclosures along a street to ensure a favorable relationship with the buildings, public ways, and places to which such elements are visually related (see Figure 10.03(2) for examples in an urban setting).

Figure 10.03(2): Urban Example of Adjacent Building Façade Continuity



(6) **Building Design Proportions.**

- (a) The relationship of the width to the height of the front elevation shall be visually compatible with buildings, public ways, and places to which it is visually related.
- (b) The relationship of the width to height of windows shall be visually compatible with buildings, public ways, and places to which the building is visually related.
- (c) The relationship of solids to voids in the front façade of a building shall be visually compatible with buildings, public ways, and places to which it is visually related.
- (d) The relationship of the building to the open space between it and adjoining buildings shall be visually compatible with the buildings, public ways, and places to which it is visually related.
- (e) The relationship of entrances and other projections to sidewalks shall be visually compatible with the buildings, public ways, and places to which it is visually related.

(7) **Approved Materials.** Material selection shall relate to the prevailing material already used on recently constructed buildings in the area, or to a different character if identified in the Village's Comprehensive Plan, the examples in Figures 10.03(3) and (4), or unique requirements associated with any D Design overlay district applicable to the site. In addition:

- (a) All new construction shall have a façade that consists of ~~60-50~~ percent of brick, native stone, tinted and/or textured concrete masonry units, glass, copper panels, stainless steel, brushed nickel, stained natural woods (as provided in subsection (c)) or other comparable material as approved by the site plan approval authority, except as provided below:
 - 1. On all new commercial construction, for non-public facing façades, the requirement in subsection (a) shall remain, but at 40 percent.
 - 2. On all new industrial construction, ~~60-50~~ percent of all non-expansion facades abutting a public right-of-way and the extension of 20 feet or 10 percent of the length of the side, whichever is greater, on either side shall meet the requirements of subsection (a).
 - 3. On all new industrial construction, the site plan approval authority may reduce the requirement in subsection (a) to 40 percent so long as the property is not abutting Schofield Avenue, Camp Phillips Road, Weston Avenue, Ross Avenue and/or State Highway 29.
- (b) Vinyl, Dryvit, Exterior Insulation Finishing Systems (EIFS), plaster products, and metal panels shall not be counted towards the ~~60-50~~ percent requirement in subsection (a), except for (i) architecturally finished and decorative versions of such materials if approved by the site plan approval authority and (ii) metal panels without exposed fasteners that are copper, brushed nickel, stainless steel, or other comparable material approved by the site approval authority.
- (c) Natural wood, including treated wood, shall be painted or stained. The site plan approval authority may authorize the use of cedar, redwood, or other naturally weather resistant wood species to be untreated.
- (d) Facades with an uninterrupted length of 200 feet or more shall include the use of two or more colors or employ the use of protruding or intruding exterior walls in a way that breaks and reduces the monotony.
- (e) Multifamily dwellings are required to have architectural and trim details such as frieze board, vertical corner trim, drip caps, gable vents, shingles and shakes.
- (f) Commercial buildings are required to be designed to provide human scale, interest, and variety, which shall be accomplished by incorporating at least two of the following techniques:

1. Variation in building form, such as recessed or projecting bays, shifts in massing or distinct roof shapes.
 2. Emphasis on building entries through projecting or recessing forms (e.g., cover entries or columns), details or material differences.
 3. Variation in materials, material modules, express joints and details, surface relief, and/or texture to break up building forms and walls.
- (g) Where concrete block or masonry is used on industrial buildings, such material shall be painted with no less than two coats of paint, stain, or shall be a decorative pattern or treatment as approved by the site plan approval authority.

[Amended via Ord. 19-001; 1/23/2019]

- (8) **Materials—Use of Metal and Other Non-Decorative Materials.** No exposed façade shall be faced with a material that presents an unfinished appearance to the public and surrounding properties. The following exterior construction materials shall not be exposed along front or street side yard facing building facades: non-decorative concrete block, cinder block, or concrete foundation walls (except for the first two feet above grade), non-decorative plywood, chipboard, T1-11, asphaltic siding, vinyl siding less than 0.044 inches of thickness, any material using non-concealed fastener systems, metal sheets not designed for commercial exterior walls, paneling, and other similarly inferior materials as determined by the site plan approval authority. No façade of any principal building intended for a residential, institutional, or commercial use as listed in Figure 3.04 shall be sided with metal sheets or panels. Any accessory non-residential building sided with metal sheets or panels shall be fully screened from the public rights-of-way. Pole buildings shall be prohibited in any residential, commercial, and industrial zoning district. Principal buildings for industrial use as listed in Figure 3.04 shall be permitted to utilize exposed fastener metal panels.

[Amended via Ord. 19-001; 1/23/2019]