

(11) *Large development regulations:* The following definitions shall be incorporated as part of this section:

- (a) *Large scale retail and/or commercial development:* An area of land comprising one or more contiguous parcels or building sites for a single enterprise or multiple enterprises engaged primarily in retail sales and/or commercial services, the area of which is subject to a coordinated plan of building placement where the cumulative size of the building or buildings housing enterprises that are or will be engaged in retail sales and/or commercial services exceeds 20,000 square feet of gross floor area, including both display and enclosed storage areas, and where one or both of the following conditions exist:
  - 1. The parking area is or will be served by an integrated system of off-street vehicular parking benefiting all or substantially all improvements within such area.
  - 2. The area is or will be subject to reciprocal access rights benefiting all or substantially all improvements within such area.
- (b) *Large scale retail building:* A single building in which 20,000 square feet or more of gross floor area, including enclosed storage areas, is or will be used primarily for retail sales.
- (c) *Large scale commercial service building:* A single building in which 20,000 square feet or more of gross floor area, including enclosed storage areas, is or will be used primarily for commercial services.
- (d) *Retail sale:* The transfer of title to tangible personal property in the ordinary course of business to the purchaser for consumption or use other than resale or further processing or manufacturing, but not including transfers in response to orders placed by mail, telephone, internet or similar means where the tangible personal property is shipped to the purchaser.
- (e) *Commercial services:* Labor or services provided in the ordinary course of business that do not produce a tangible commodity. For purposes of this ordinance, "commercial services" may include retail sales that are incidental to the primary use of providing commercial services.
  - 1. *Applicability.* The requirements of this section are applicable to all new retail and commercial service developments according to the schedule in Figure 2.1 at the end of this section, and such developments shall be conditional uses in the zoning districts in which they are allowed. A separate conditional use permit is not required where such developments are part of a PUD district. All additions to existing retail and commercial service developments built either before or after the adoption of this section, which results in the total development size reaching a new threshold limit as defined in Figure 2.1 shall also require a conditional use permit and become subject to the requirements of this section.

The following standards are intended to ensure that large retail and commercial service developments are properly located and are compatible with the surrounding area and the overall community character of the city. Such projects shall also be subject to the more general standards for the approval of conditional use permits or PUD districts.

2. *Requirements.*

- a. *Compatibility with city plans.* A compatibility report is required when a retail and commercial service development reaches a defined threshold as outlined in Figure 2.1. The applicant shall provide, through a written compatibility report submitted with the petition for a conditional use permit or rezoning application for the PUD districts, adequate evidence that the proposed building and overall development project will be compatible with the city's comprehensive plan, any detailed neighborhood plan for the area, and any other plans officially adopted by the city.

- b. *Large development questionnaire.* A large development questionnaire shall be completed when a development reaches a defined threshold as outlined in [Section 78-205\(11\)](#) Figure 2.1. The large development questionnaire shall be in the format included as Figure 2.2 at the end of this section.
  - c. *Traffic impact analysis.* A traffic impact analysis is required when a development reaches a defined threshold as outlined in Figure 2.1. The traffic impact analysis shall be completed in accordance with the most current revision of the Traffic Impact Analysis Guidelines published by the State of Wisconsin DOT. In addition, the following are required:
    - d. All projects shall have direct access to an arterial street, or to a collector level street deemed appropriate by the planning commission;
    - e. Vehicle access shall be designed to accommodate peak on-site traffic volumes without disrupting traffic on public streets or impairing pedestrian safety. This shall be accomplished through adequate parking lot design and capacity; access drive entry throat length, width, design, location, and number; traffic control devices; and sidewalks;
    - f. The site design shall provide direct connections to adjacent land uses if required by the city;
    - g. The applicant shall provide funding to the city to hire a traffic engineer of the city's choice to complete and present a traffic impact analysis;
    - h. Where the applicant's or the city's traffic impact analysis indicates that a project may cause off-site public roads, intersections, or interchanges to function below level of service (LOS) C, then the city may deny the application, may require a size reduction in the proposed development, and/or may require the developer to construct and/or pay for required off-site improvements to achieve LOS C for a planning horizon of a minimum of ten years assuming full build-out of the development.
    - i. The city has the option to require a trip generation study.
3. *Economic and fiscal impact analysis.* An economic and fiscal impact analysis is required when a development reaches a defined threshold as outlined in Figure 2.1. The economic and fiscal impact analysis shall include all of the items identified in Figure 2.3 of this section. In addition, the economic and fiscal impact analysis shall include the following:
- a. Identify and assess the economic and fiscal impacts on the community;
  - b. Propose measures to mitigate adverse impacts and/or maximize positive impacts including provision of infrastructure or public services improvements sufficient to support the project. Any adverse impacts that cannot be mitigated shall be identified. Mitigation measures to be implemented by the applicant shall be identified.
  - c. The applicant shall provide the necessary funding to the city to hire a consultant of the city's choice, with appropriate experience to complete and present an economic and fiscal impact analysis to the city.
4. *Detailed neighborhood plan.* In the absence of an adopted detailed neighborhood plan for the subject property, the conditional use or planned unit development application for a development exceeding 80,000 square feet in total gross floor area of all combined buildings within the development shall be accompanied or preceded by a new city-approved detailed neighborhood plan for all areas within 1,500 feet of the subject property, as measured from the outer perimeter of the subject property or group of properties proposed for development, and any other nearby lands as determined by the planning commission and common council to be part of the defined

neighborhood. The detailed neighborhood plan shall clearly demonstrate the provision of land use, multi-modal transportation, utility, stormwater management and community character components, and patterns that support the objectives of the city's comprehensive plan, as determined by the planning commission and common council.

5. The detailed neighborhood plan shall contain the following specific elements at a scale of not less than one inch equals 400 feet:
  - a. Land use with specific zoning districts and/or land uses;
  - b. Transitional treatments such as berms and/or landscaping between areas with differing land uses or character;
  - c. Complete public road network;
  - d. Pedestrian and bicycle network;
  - e. Transit routes and stops, where applicable;
  - f. Conceptual stormwater management network;
  - g. Public facility sites including parks, schools, conservation areas, public safety facilities and public utility facilities;
  - h. Recommendations for community character themes including building materials, landscaping, streetscaping and signage.
6. *Facilities and associated features.* The following requirements are applicable when a retail and commercial service development reaches the defined threshold outlined in Figure 2.1:
  - a. *Building location.* Where buildings are proposed to be distant from a public street, as determined by the planning commission, the overall development design shall include smaller buildings on pads or outlots closer to the street. Placement and orientation must facilitate appropriate land use transitions and appropriate traffic flow to adjoining roads and neighboring commercial areas, and neighborhoods, and must forward community character objectives as described in the city's comprehensive plan.
  - b. *Building materials.* Exterior building materials shall be of comparable aesthetic quality on all sides. Building materials such as glass, brick, tinted and decorative concrete block, wood, stucco, and exterior insulation and finish systems (EIFS) shall be used, as determined appropriate by the planning commission. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved if incorporated into the overall design of the building.
  - c. *Building design.* The building exterior shall complement other buildings in the vicinity, and shall be of a design determined appropriate by the planning commission, including the following:
    - A. The building shall employ varying setbacks, heights, roof treatments, doorways, window openings, and other structural or decorative elements to reduce apparent size and scale of the building;
    - B. A minimum of 20 percent of the structure's facades that are visible from a public street shall employ actual protrusions or recesses with a depth of at least six feet. No uninterrupted facade shall extend more than 100 feet;
    - C. A minimum of 20 percent of all of the combined linear roof eave or parapet lines of the structure shall employ differences in height, with such differences being six feet or more as measured eave to eave or parapet to parapet;

- D. Roofs with particular slopes may be required by the city to complement existing buildings or otherwise establish a particular aesthetic objective;
  - E. Ground floor facades that face public streets shall have arcades (a series of outdoor spaces located under a roof or overhang and supported by columns or arches), display windows, entry areas, awnings, or other such features along no less than 50 percent of their horizontal length. The integration of windows into building design is required, and shall be transparent, clear glass (not tinted) or spandrel glass between three to eight feet above the walkway along any facades facing a public street. The use of blinds shall be acceptable where there is a desire for opacity;
  - F. Building facades shall include a repeating pattern that includes no less than three of the following elements: (i) color change, (ii) texture change, (iii) material modular change, (iv) expression of architectural or structural bay through a change in plane no less than 24 inches in width, such as an offset, reveal or projecting rib. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.
- d. *Building entrances.* Public building entryways shall be clearly defined and highly visible on the building's exterior design, and shall be emphasized by on-site traffic flow patterns. Two or more of the following design features shall be incorporated into all public building entryways: canopies or porticos, overhangs, projections, arcades, peaked roof forms, arches, outdoor patios, display windows, distinct architectural details. When additional stores located in the principal building exceed 30 percent of the gross floor area, separate entrances may be considered for each such store that shall conform to the above requirements.
- e. *Building color.* Building facade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high intensity colors, metallic colors, fluorescent colors or black on facades shall be prohibited. Building trim and architectural accent elements may feature bright colors or black, but such colors shall be muted, not metallic, not fluorescent, and not specific to particular uses or tenants. Standard corporate and trademark colors shall be permitted only on signage, subject to the limitations in article VIII.
- f. *Screening.*
- A. All ground-mounted and wall-mounted mechanical equipment, refuse containers and any permitted outdoor storage shall be fully concealed from on-site and off-site ground level views, with materials identical to those used on the building exterior;
  - B. All rooftop mechanical equipment shall be screened by parapets, upper stories, or other areas of exterior walls or roofs so as to not be visible from public streets adjacent or within 1,000 feet of the subject property. Fences or similar rooftop screening devices may not be used to meet this requirement;
  - C. Loading docks shall be completely screened from surrounding roads and properties. Said screening may be accomplished through loading areas internal to buildings, screen walls, which match the building exterior in materials and design, fully opaque landscaping at time of planting, or combinations of the above;
  - D. Gates and fencing may be used for security and access, but not for screening, and they shall be of high aesthetic quality. Decorative metal

picket fencing and screening is acceptable. Chain link, wire mesh or wood fencing is unacceptable. Decorative, heavy-duty wood gates may be used.

g. *Parking.*

- A. Parking lots in which the number of spaces significantly exceeds the minimum number of parking spaces required in [section 78-704](#) shall be allowed only with specific and reasonable justification;
- B. Parking lot design shall employ interior, curbed landscaped islands at all parking aisle ends. In addition, the project shall provide landscaped islands within each parking aisle spaced at intervals no greater than one island per every 20 spaces in that aisle. Islands at the ends of aisles shall count toward meeting this requirement. Each required landscaped island shall be a minimum of 360 square feet in landscaped area;
- C. Landscaped and curbed medians, a minimum of ten feet in width from back-of-curb to back-of-curb, shall be used to create distinct parking areas of no more than 120 parking stalls.

h. *Bicycle and pedestrian facilities.*

- A. The entire development shall provide for safe pedestrian and bicycle access to all uses within the development, connections to existing and planned public pedestrian and bicycle facilities, and connections to adjacent properties;
- B. Pedestrian walkways shall be provided from all building entrances to existing or planned public sidewalks or pedestrian/bike facilities. The minimum width for sidewalks adjacent to buildings shall be ten feet; and the minimum width for sidewalks elsewhere in the development shall be five feet;
- C. Sidewalks other than street sidewalks or building aprons shall have adjoining landscaping along at least 50 percent of their length. Such landscape shall match the landscaping used for the street frontages;
- D. Crosswalks shall be distinguished from driving surfaces to enhance pedestrian safety by using different pavement materials, or pavement color, or pavement textures, and signage;
- E. The development shall provide secure, integrated bicycle parking at a rate of one bicycle rack space for every 50 vehicle parking spaces;
- F. The development shall provide exterior pedestrian furniture in appropriate locations at a minimum rate of one seat for every 20,000 square feet of gross floor area;
- G. The development shall provide interior pedestrian furniture in appropriate locations at a minimum rate of one bench seat for every 10,000 square feet of gross floor area. Seating in food service areas, or other areas where food or merchandise purchasing activities occur shall not count toward this requirement. A minimum of four seats shall be located within the store, with a clear view through exit doors to a passenger pick-up or drop-off area.

i. *Central areas and features.* Each development exceeding 80,000 square feet in total gross floor area shall provide central area(s) or feature(s) such as a patio/seating area, pedestrian plaza with benches, outdoor playground area, water feature, and/or other such deliberately designated areas or focal points that adequately enhance the development or community. All such areas shall be openly accessible to the public, connected to the public and private sidewalk

system, designed with materials compatible with the building and remainder of the site, and shall be maintained over the life of the building project.

- j. *Cart returns.* A minimum of one 200-square foot cart return area shall be provided for every 100 parking spaces. Cart corrals shall be of durable, non-rusting, all season construction, and shall be designed and colored to be compatible with the building and parking lot light standards. There shall be no exterior cart return or cart storage areas located within 25 feet of the building.
- k. *Outdoor display areas.* Exterior display areas shall be permitted only where clearly depicted on the approved site plan. All exterior display areas shall be separated from motor vehicle routes by a physical barrier visible to drivers and pedestrians, and by a minimum of ten feet. Display areas on building aprons must maintain a minimum walkway width of ten feet between the display items and any vehicle drives.
- l. *Outdoor storage uses and areas.* Exterior storage structures or uses, including the parking or storage of service vehicles, trailers, equipment, containers, crates, pallets, merchandise, materials, fork lifts, trash, recyclables, and all other items shall be permitted only where clearly depicted and labeled on the approved site plan, such outdoor storage uses and areas shall be appropriately screened as required by subsection (6)a. using techniques as found in subsection (6)c.
- m. *Landscaping.* On-site landscaping shall be provided at time of building occupancy and maintained per the following landscaping requirements:
  - A. Landscaping plan shall be submitted to the planning commission for approval, as part of the site plan.
  - B. Building foundation landscaping is required for all building frontages facing public streets in order to provide visual breaks in the mass of the building. Such foundation landscaping shall be placed along 30 percent of facades facing public streets. Foundation landscaping may be planted between the building and drive lane. One ornamental tree with a minimum one and one-half inch caliper or one minimum six-foot tall tree ("whips" not permitted), and four shrubs at a minimum height of 18 inches tall shall be planted for every ten linear feet of building foundation planter area. Appropriate trees and shrubs include Crabapple, Birch, Cherry, Hawthorne, Service Berry, Arborvitae, Dogwood, Lilac, Viburnum, Cotoneaster, Forsythia, Hazelnut, Barberry, Spirea, Juniper, Yew, or similar species and varieties approved by the city;
  - C. One street tree at a minimum of two-inch caliper shall be planted at 50-foot centers along, and within ten feet of, all public and private streets and drives, including parking lot connections and circulation drives, and loading areas. Such tree plantings shall be planted in tree wells along the circulation drives adjacent to the sides of the store that face a public or private street, along both sides of internal drives, and along the outside edge of loading areas. Appropriate trees include sugar maple, pin oak, ginkgo, or similar species and varieties approved by the city;
  - D. One shade tree at a minimum of two-inch caliper shall be planted on each parking lot peninsula and island. Appropriate trees include honey locust, green or white ash, linden, sugar maple, red maple, or similar species and varieties approved by the city;
  - E. Where possible, all landscaped areas shall be at least ten feet wide in their smallest dimension, except that tree wells may be a minimum of 36 square feet;

- F. For development exceeding 40,000 square feet in total gross floor area, and where the subject property abuts an area zoned or planned for residential, institutional, or office use, a minimum six-foot high berm shall be provided. The berm shall be planted with a double row of white, green or blue spruce plantings, or similar species and varieties approved by the city, spaced 15 feet on center.
- n. *Lighting*. On-site exterior lighting shall meet all the standards of [section 78-707](#), except that in addition:
  - A. Total cut-off luminaries with angles of less than 90 degrees shall be required for all pole and building security lighting to ensure no fugitive up lighting occurs.
  - B. At a minimum, as measured over ambient lighting conditions on a clear night, exterior lighting shall not exceed more than one-half foot-candles above ambient levels along all property lines, and shall not exceed an average illumination level of 3.6 foot-candles nor provide below a minimum of 0.9 foot-candles in public parking and pedestrian areas.
  - C. The color and design of pole lighting standards shall be compatible with the building and the city's public lighting in the area, and shall be uniform throughout the entire development site.
  - D. Outdoor lighting shall be full cut-off fixtures and downward facing and no direct light shall bleed onto adjacent properties. Reflected glare onto nearby buildings, streets or pedestrian areas is prohibited. The applicant must provide to the city information on how outdoor lighting will be accomplished to minimize impacts on adjacent properties and roadways. To minimize any indirect overflow of light on adjacent properties, the height of any proposed parking lot light standard should be as short as possible and should stair step down to a lower height when close to residential uses.
  - E. The applicant shall submit to the city sufficient information, in the form of an overall exterior lighting plan, to enable the city to determine that the requirements of this section will be satisfied. The exterior lighting plan shall include at least the following:
    - 1) Manufacturer specification sheets, cut-sheets or other information provided by the manufacturer for all proposed lighting fixtures.
    - 2) The proposed location, mounting height, and aiming point of all exterior lighting fixtures.
    - 3) If building elevations are proposed for illumination, drawings shall be provided for all relevant building elevations showing the fixtures, the portions of the elevations to be illuminated, the luminance levels of the elevations, and the aiming point for any remote light fixture.
    - 4) A brief written narrative, with accompanying plan or sketch, which demonstrates the objectives of the lighting and a computer generated photometric grid showing foot-candle readings every ten feet within the property or site, and ten feet beyond the property lines at a scale specified by city staff. Iso-footcandle contour line style plans are also acceptable.
- o. *Signage*. The plan for exterior signage shall provide for modest, coordinated, and complimentary exterior sign locations, configurations, and color throughout the development, including outlots. All freestanding signage within the development shall complement on-building signage. Monument style ground signs are required, and shall not exceed a height of eight feet. Consolidated signs for

multiple users may be required instead of multiple individual signs. The city may require the use of muted corporate colors on signage if proposed colors are not compatible with the city's design objectives for the area. The use of logos, slogans, symbols, patterns, striping and other markings, and colors associated with a franchise or chain is permitted, and shall be considered as contributing to the number and area of permitted signs.

- p. *Noise.* Noise associated with activities at the site shall not create a nuisance to nearby properties, and shall comply with applicable city noise requirements.
- q. *Natural resources protection.* Each project shall meet the erosion control and stormwater management standards found in Article V and other application city ordinances. In addition, post-development runoff rates shall not exceed pre-settlement rates. In general, existing natural features shall be integrated into the site design as a site and community amenity. Maintenance of any storm water detention or conveyance features are solely borne by the developer/owner unless dedicated and accepted by the city.
  - A. *Additional requirements.* All large scale retail and commercial buildings and developments in excess of 20,000 square feet are subject to the following additional requirements:
    - 1) *Policy on vacation of existing sites.* Where such a building is proposed as a replacement location for a business already located within the city, the city shall prohibit any privately imposed limits on the type or reuse of the previously occupied building through conditions of sale or lease.
    - 2) *Developer's agreement.* The developer shall enter into a development agreement with the city, which shall include the payment of all utilities including but not limited to storm water, sanitary sewer, and street infrastructure, and the commitment to adhere to the policy on vacation of existing sites per subsection (1) above. Off-site improvements may also be required as part of the development agreement.
    - 3) *Absolute building area cap.* No individual building shall exceed a total of 155,000 square feet in gross floor area. This cap may not be exceeded by the granting of a planned development permit.
    - 4) *Outlots.* All buildings on outlots shall be of architectural quality comparable to the primary structure as determined by the planning commission.

(f) The following shall apply to all large developments:

- 1. *Applicability.* The requirements of this section are applicable to all new retail and commercial service developments according to the schedule in Figure 2.1 at the end of this section, and such developments shall be conditional uses in the zoning districts in which they are allowed. A separate conditional use permit is not required where such developments are part of a PUD district. All additions to existing retail and commercial service developments built either before or after the adoption of this section, which results in the total development size reaching a new threshold limit as defined in Figure 2.1 shall also require a conditional use permit and become subject to the requirements of this section.

The following standards are intended to ensure that large retail and commercial service developments are properly located and are compatible with the surrounding area and the overall community character of the city. Such projects shall also be subject to the more general standards for the approval of conditional use permits or PUD districts.

- 2. *Requirements.*



- a. *Compatibility with city plans.* A compatibility report is required when a retail and commercial service development reaches a defined threshold as outlined in Figure 2.1. The applicant shall provide, through a written compatibility report submitted with the petition for a conditional use permit or rezoning application for the PUD districts, adequate evidence that the proposed building and overall development project will be compatible with the city's comprehensive plan, any detailed neighborhood plan for the area, and any other plans officially adopted by the city.
- b. *Large development questionnaire.* A large development questionnaire shall be completed when a development reaches a defined threshold as outlined in [section 78-205\(11\)\(g\)](#), Figure 2.1. The large development questionnaire shall be in the format included as Figure 2.2 at the end of this section.
- c. *Traffic impact analysis.* A traffic impact analysis is required when a development reaches a defined threshold as outlined in Figure 2.1. The traffic impact analysis shall be completed in accordance with the most current revision of the Traffic Impact Analysis Guidelines published by the State of Wisconsin DOT. In addition, the following are required:
  - d. All projects shall have direct access to an arterial street, or to a collector level street deemed appropriate by the planning commission;
  - e. Vehicle access shall be designed to accommodate peak on-site traffic volumes without disrupting traffic on public streets or impairing pedestrian safety. This shall be accomplished through adequate parking lot design and capacity; access drive entry throat length, width, design, location, and number; traffic control devices; and sidewalks;
  - f. The site design shall provide direct connections to adjacent land uses if required by the city;
  - g. The applicant shall provide funding to the city to hire a traffic engineer of the city's choice to complete and present a traffic impact analysis;
  - h. Where the applicant's or the city's traffic impact analysis indicates that a project may cause off-site public roads, intersections, or interchanges to function below level of service (LOS) C, then the city may deny the application, may require a size reduction in the proposed development, and/or may require the developer to construct and/or pay for required off-site improvements to achieve LOS C for a planning horizon of a minimum of ten years assuming full build-out of the development;
  - i. The city has the option to require a trip generation study.

3. *Economic and fiscal impact analysis.* An economic and fiscal impact analysis is required when a development reaches a defined threshold as outlined in Figure 2.1. The economic and fiscal impact analysis shall include all of the items identified in Figure 2.3 of this section. In addition, the economic and fiscal impact analysis shall include the following:

- a. Identify and assess the economic and fiscal impacts on the community;
- b. Propose measures to mitigate adverse impacts and/or maximize positive impacts including provision of infrastructure or public services improvements sufficient to support the project. Any adverse impacts that cannot be mitigated shall be identified. Mitigation measures to be implemented by the applicant shall be identified;
- c. The applicant shall provide the necessary funding to the city to hire a consultant of the city's choice, with appropriate experience to complete and present an economic and fiscal impact analysis to the city.

4. *Detailed neighborhood plan.* In the absence of an adopted detailed neighborhood plan for the subject property, the conditional use or planned unit development application for a development exceeding 80,000 square feet in total gross floor area of all combined buildings within the development shall be accompanied or preceded by a new city-approved detailed neighborhood plan for all areas within 1,500 feet of the subject property, as measured from the outer perimeter of the subject property or group of properties proposed for development, and any other nearby lands as determined by the planning commission and common council to be part of the defined neighborhood. The detailed neighborhood plan shall clearly demonstrate the provision of land use, multi-modal transportation, utility, stormwater management and community character components, and patterns that support the objectives of the city's comprehensive plan, as determined by the planning commission and common council.
5. The detailed neighborhood plan shall contain the following specific elements at a scale of not less than one inch equals 400 feet:
  - a. Land use with specific zoning districts and/or land uses;
  - b. Transitional treatments such as berms and/or landscaping between areas with differing land uses or character;
  - c. Complete public road network;
  - d. Pedestrian and bicycle network;
  - e. Transit routes and stops, where applicable;
  - f. Conceptual stormwater management network;
  - g. Public facility sites including parks, schools, conservation areas, public safety facilities and public utility facilities;
  - h. Recommendations for community character themes including building materials, landscaping, streetscaping and signage.
6. *Facilities and associated features.* The following requirements are applicable when a retail and commercial service development reaches the defined threshold outlined in Figure 205.1:
  - a. *Building location.* Where buildings are proposed to be distant from a public street, as determined by the planning commission, the overall development design shall include smaller buildings on pads or outlots closer to the street. Placement and orientation must facilitate appropriate land use transitions and appropriate traffic flow to adjoining roads and neighboring commercial areas, and neighborhoods, and must forward community character objectives as described in the city's comprehensive plan.
  - b. *Building materials.* Exterior building materials shall be of comparable aesthetic quality on all sides. Building materials such as glass, brick, tinted and decorative concrete block, wood, stucco, and exterior insulation and finish systems (EIFS) shall be used, as determined appropriate by the planning commission. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved if incorporated into the overall design of the building.
  - c. *Building design.* The building exterior shall complement other buildings in the vicinity, and shall be of a design determined appropriate by the planning commission, including the following:
    - A. The building shall employ varying setbacks, heights, roof treatments, doorways, window openings, and other structural or decorative elements to reduce apparent size and scale of the building;

- B. A minimum of 20 percent of the structure's facades that are visible from a public street shall employ actual protrusions or recesses with a depth of at least six feet. No uninterrupted facade shall extend more than 100 feet;
  - C. A minimum of 20 percent of all of the combined linear roof eave or parapet lines of the structure shall employ differences in height, with such differences being six feet or more as measured eave to eave or parapet to parapet;
  - D. Roofs with particular slopes may be required by the city to complement existing buildings or otherwise establish a particular aesthetic objective;
  - E. Ground floor facades that face public streets shall have arcades (a series of outdoor spaces located under a roof or overhang and supported by columns or arches), display windows, entry areas, awnings, or other such features along no less than 50 percent of their horizontal length. The integration of windows into building design is required, and shall be transparent, clear glass (not tinted) or spandrel glass between three to eight feet above the walkway along any facades facing a public street. The use of blinds shall be acceptable where there is a desire for opacity;
  - F. Building facades shall include a repeating pattern that includes no less than three of the following elements: (i) color change, (ii) texture change, (iii) material modular change, (iv) expression of architectural or structural bay through a change in plane no less than 24 inches in width, such as an offset, reveal or projecting rib. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.
- d. *Building entrances.* Public building entryways shall be clearly defined and highly visible on the building's exterior design, and shall be emphasized by on-site traffic flow patterns. Two or more of the following design features shall be incorporated into all public building entryways: canopies or porticos, overhangs, projections, arcades, peaked roof forms, arches, outdoor patios, display windows, distinct architectural details. When additional stores located in the principal building exceed 30 percent of the gross floor area, separate entrances may be considered for each such store that shall conform to the above requirements.
- e. *Building color.* Building facade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high intensity colors, metallic colors, fluorescent colors or black on facades shall be prohibited. Building trim and architectural accent elements may feature bright colors or black, but such colors shall be muted, not metallic, not fluorescent, and not specific to particular uses or tenants. Standard corporate and trademark colors shall be permitted only on signage, subject to the limitations in [chapter 10](#), article V.
- f. *Screening.*
- A. All ground-mounted and wall-mounted mechanical equipment, refuse containers and any permitted outdoor storage shall be fully concealed from on-site and off-site ground level views, with materials identical to those used on the building exterior;
  - B. All rooftop mechanical equipment shall be screened by parapets, upper stories, or other areas of exterior walls or roofs so as to not be visible from public streets adjacent or within 1,000 feet of the subject property. Fences or similar rooftop screening devices may not be used to meet this requirement;

- C. Loading docks shall be completely screened from surrounding roads and properties. Said screening may be accomplished through loading areas internal to buildings, screen walls, which match the building exterior in materials and design, fully opaque landscaping at time of planting, or combinations of the above;
  - D. Gates and fencing may be used for security and access, but not for screening, and they shall be of high aesthetic quality. Decorative metal picket fencing and screening is acceptable. Chain link, wire mesh or wood fencing is unacceptable. Decorative, heavy-duty wood gates may be used.
- g. *Parking.*
- A. Parking lots in which the number of spaces significantly exceeds the minimum number of parking spaces required in [section 78-704](#) shall be allowed only with specific and reasonable justification;
  - B. Parking lot design shall employ interior, curbed landscaped islands at all parking aisle ends. In addition, the project shall provide landscaped islands within each parking aisle spaced at intervals no greater than one island per every 20 spaces in that aisle. Islands at the ends of aisles shall count toward meeting this requirement. Each required landscaped island shall be a minimum of 360 square feet in landscaped area;
  - C. Landscaped and curbed medians, a minimum of ten feet in width from back-of-curb to back-of-curb, shall be used to create distinct parking areas of no more than 120 parking stalls.
- h. *Bicycle and pedestrian facilities.*
- A. The entire development shall provide for safe pedestrian and bicycle access to all uses within the development, connections to existing and planned public pedestrian and bicycle facilities, and connections to adjacent properties;
  - B. Pedestrian walkways shall be provided from all building entrances to existing or planned public sidewalks or pedestrian/bike facilities. The minimum width for sidewalks adjacent to buildings shall be ten feet; and the minimum width for sidewalks elsewhere in the development shall be five feet;
  - C. Sidewalks other than street sidewalks or building aprons shall have adjoining landscaping along at least 50 percent of their length. Such landscape shall match the landscaping used for the street frontages;
  - D. Crosswalks shall be distinguished from driving surfaces to enhance pedestrian safety by using different pavement materials, or pavement color, or pavement textures, and signage;
  - E. The development shall provide secure, integrated bicycle parking at a rate of one bicycle rack space for every 50 vehicle parking spaces;
  - F. The development shall provide exterior pedestrian furniture in appropriate locations at a minimum rate of one seat for every 20,000 square feet of gross floor area;
  - G. The development shall provide interior pedestrian furniture in appropriate locations at a minimum rate of one bench seat for every 10,000 square feet of gross floor area. Seating in food service areas, or other areas where food or merchandise purchasing activities occur shall not count toward this requirement. A minimum of four seats shall be located within the store, with a clear view through exit doors to a passenger pick-up or drop-off area.

- i. *Central areas and features.* Each development exceeding 80,000 square feet in total gross floor area shall provide central area(s) or feature(s) such as a patio/seating area, pedestrian plaza with benches, outdoor playground area, water feature, and/or other such deliberately designated areas or focal points that adequately enhance the development or community. All such areas shall be openly accessible to the public, connected to the public and private sidewalk system, designed with materials compatible with the building and remainder of the site, and shall be maintained over the life of the building project.
- j. *Cart returns.* A minimum of one 200-square foot cart return area shall be provided for every 100 parking spaces. Cart corrals shall be of durable, non-rusting, all season construction, and shall be designed and colored to be compatible with the building and parking lot light standards. There shall be no exterior cart return or cart storage areas located within 25 feet of the building.
- k. *Outdoor display areas.* Exterior display areas shall be permitted only where clearly depicted on the approved site plan. All exterior display areas shall be separated from motor vehicle routes by a physical barrier visible to drivers and pedestrians, and by a minimum of ten feet. Display areas on building aprons must maintain a minimum walkway width of ten feet between the display items and any vehicle drives.
- l. *Outdoor storage uses and areas.* Exterior storage structures or uses, including the parking or storage of service vehicles, trailers, equipment, containers, crates, pallets, merchandise, materials, fork lifts, trash, recyclables, and all other items shall be permitted only where clearly depicted and labeled on the approved site plan, such outdoor storage uses and areas shall be appropriately screened as required by subsection [78-205\(11\)\(f\)6f](#).
- m. *Landscaping.* On-site landscaping shall be provided at time of building occupancy and maintained per the following landscaping requirements:
  - A. Landscaping plan shall be submitted to the planning commission for approval, as part of the site plan.
  - B. Building foundation landscaping is required for all building frontages facing public streets in order to provide visual breaks in the mass of the building. Such foundation landscaping shall be placed along 30 percent of facades facing public streets. Foundation landscaping may be planted between the building and drive lane. One ornamental tree with a minimum one and one-half inch caliper or one minimum six-foot tall tree ("whips" not permitted), and four shrubs at a minimum height of 18 inches tall shall be planted for every ten linear feet of building foundation planter area. Appropriate trees and shrubs include crabapple, birch, cherry, hawthorne, service berry, arborvitae, dogwood, lilac, viburnum, cotoneaster, forsythia, hazelnut, barberry, spirea, juniper, yew, or similar species and varieties approved by the city;
  - C. One street tree at a minimum of two-inch caliper shall be planted at 50-foot centers along, and within ten feet of, all public and private streets and drives, including parking lot connections and circulation drives, and loading areas. Such tree plantings shall be planted in tree wells along the circulation drives adjacent to the sides of the store that face a public or private street, along both sides of internal drives, and along the outside edge of loading areas. Appropriate trees include sugar maple, pin oak, ginkgo, or similar species and varieties approved by the city;
  - D. One shade tree at a minimum of two-inch caliper shall be planted on each parking lot peninsula and island. Appropriate trees include honey locust,

green or white ash, linden, sugar maple, red maple, or similar species and varieties approved by the city;

- E. Where possible, all landscaped areas shall be at least ten feet wide in their smallest dimension, except that tree wells may be a minimum of 36 square feet;
  - F. For development exceeding 40,000 square feet in total gross floor area, and where the subject property abuts an area zoned or planned for residential, institutional, or office use, a minimum six-foot high berm shall be provided. The berm shall be planted with a double row of white, green or blue spruce plantings, or similar species and varieties approved by the city, spaced 15 feet on center.
- n. *Lighting.* On-site exterior lighting shall meet all the standards of [section 78-707](#), except that in addition:
- A. Total cut-off luminaries with angles of less than 90 degrees shall be required for all pole and building security lighting to ensure no fugitive up lighting occurs;
  - B. At a minimum, as measured over ambient lighting conditions on a clear night, exterior lighting shall not exceed more than one-half foot-candles above ambient levels along all property lines, and shall not exceed an average illumination level of 3.6 foot-candles nor provide below a minimum of 0.9 foot-candles in public parking and pedestrian areas;
  - C. The color and design of pole lighting standards shall be compatible with the building and the city's public lighting in the area, and shall be uniform throughout the entire development site.
  - D. Outdoor lighting shall be full cut-off fixtures and downward facing and no direct light shall bleed onto adjacent properties. Reflected glare onto nearby buildings, streets or pedestrian areas is prohibited. The applicant must provide to the city information on how outdoor lighting will be accomplished to minimize impacts on adjacent properties and roadways. To minimize any indirect overflow of light on adjacent properties, the height of any proposed parking lot light standard should be as short as possible and should stair step down to a lower height when close to residential uses.
  - E. The applicant shall submit to the city sufficient information, in the form of an overall exterior lighting plan, to enable the city to determine that the requirements of this section will be satisfied. The exterior lighting plan shall include at least the following:
    - 1. Manufacturer specification sheets, cut-sheets or other information provided by the manufacturer for all proposed lighting fixtures.
    - 2. The proposed location, mounting height, and aiming point of all exterior lighting fixtures.
    - 3. If building elevations are proposed for illumination, drawings shall be provided for all relevant building elevations showing the fixtures, the portions of the elevations to be illuminated, the luminance levels of the elevations, and the aiming point for any remote light fixture.
    - 4. A brief written narrative, with accompanying plan or sketch, which demonstrates the objectives of the lighting and a computer generated photometric grid showing foot-candle readings every ten feet within the property or site, and ten feet beyond the property lines at a scale specified by city staff. Iso-footcandle contour line style plans are also acceptable.

- o. *Signage.* The plan for exterior signage shall provide for modest, coordinated, and complimentary exterior sign locations, configurations, and color throughout the development, including outlots. All freestanding signage within the development shall complement on-building signage. Monument style ground signs are required, and shall not exceed a height of eight feet. Consolidated signs for multiple users may be required instead of multiple individual signs. The city may require the use of muted corporate colors on signage if proposed colors are not compatible with the city's design objectives for the area. The use of logos, slogans, symbols, patterns, striping and other markings, and colors associated with a franchise or chain is permitted, and shall be considered as contributing to the number and area of permitted signs.
- p. *Noise.* Noise associated with activities at the site shall not create a nuisance to nearby properties, and shall comply with applicable city noise requirements.
- q. *Natural resources protection.* Each project shall meet the erosion control and stormwater management standards found in article V and other [applicable] city ordinances. In addition, post-development runoff rates shall not exceed pre-settlement rates. In general, existing natural features shall be integrated into the site design as a site and community amenity. Maintenance of any storm water detention or conveyance features are solely borne by the developer/owner unless dedicated and accepted by the city.
  - A. *Additional requirements.* All large scale retail and commercial buildings and developments in excess of 20,000 square feet are subject to the following additional requirements:
    1. *Policy on vacation of existing sites.* Where such a building is proposed as a replacement location for a business already located within the city, the city shall prohibit any privately imposed limits on the type or reuse of the previously occupied building through conditions of sale or lease.
    2. *Developer's agreement.* The developer shall enter into a development agreement with the city, which shall include the payment of all utilities including but not limited to storm water, sanitary sewer, and street infrastructure, and the commitment to adhere to the policy on vacation of existing sites per subsection (1) above. Off-site improvements may also be required as part of the development agreement.
    3. *Absolute building area cap.* No individual building shall exceed a total of 155,000 square feet in gross floor area. This cap may not be exceeded by the granting of a planned development permit.
    4. *Outlots.* All buildings on outlots shall be of architectural quality comparable to the primary structure as determined by the planning commission.
- (g) *Exceptions.* [Section 78-205](#)(11) establishes standards for the development of buildings over 20,000 square feet of gross floor area. In the event the applicant desires a deviation or exception from such requirements, the applicant shall present justification for such deviation or exception, which may be approved or denied by the common council after recommendation by the planning commission.
- (h) *Appendices.* The following appendices referenced herein are incorporated into the requirements of this section. Amendments to the appendices may be made by a majority vote of the common council after review and recommendation by the planning commission.

Figure 2.1: Large Scale Retail and Commercial Development Requirements

	Large Scale Retail and Commercial Development:		
Requirement	Large Scale Retail and Commercial Development:	Large Scale Retail Building:	Large Scale Commercial Service Building:
Complete compatibility report-fits existing comp plan/DNP	>20,000 sq. ft.	>20,000 sq. ft.	>20,000 sq. ft.
Complete latest big box questionnaire	>20,000 sq. ft.	>20,000 sq. ft.	>20,000 sq. ft.
In the absence of detailed neighborhood plan (DNP) and traffic district a 3rd party traffic impact study is required	>20,000 sq. ft. w/ > 50 parking stalls	>20,000 sq. ft. w/ > 50 parking stalls	>20,000 sq. ft. w/ > 50 parking stalls
3rd party economic impact study	>100,000 sq. ft.	>80,000 sq. ft.	Not Applicable
In absence of detailed neighborhood plan (dnp) a development is required to provide one	>80,000 sq. ft.	>80,000 sq. ft.	>80,000 sq. ft.
Facilities and associated features (materials, landscape, etc)	>20,000 sq. ft.	>20,000 sq. ft.	>20,000 sq. ft.

Figure 2.2 Large Development Questionnaire

Person filling out this form	
Address	
Phone Number	
Date	
I. Project Contacts	
Property Owner	



Property Owner Representative	
Developer:	
Developer Representative	
Prime Contractor Representative	
Civil Engineering Representative	
Architectural Representative	
Land Planner Representative	
Landscape Arch. Representative	
Exterior Lighting Representative	

II. Existing Site Conditions		
A. Total Site Area (inclusive of all areas within parcel boundary):	___ acres	___ sq. ft.
B. Environmental Corridor Components:	___ acres	___ sq. ft.
Surface Water	___ acres	___ sq. ft.
Wetlands (including _____ foot buffer)	___ acres	___ sq. ft.
100-Year Floodplain	___ acres	___ sq. ft.
Steep Slopes (equal to or greater than 12 percent)	___ acres	___ sq. ft.
Upland Woodlands (per Environmental Corridor criteria)	___ acres	___ sq. ft.

III. Adopted Plans and Policies.
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Describe how the proposed development is compatible with the following:

A. City of Stoughton Comprehensive Plan:

Planned Land Use Map

Transportation Plan Map

Community Facilities Plan Map

Community Character Plan Map

Goals, Policies and Objectives

Agricultural and Natural Resources

Economic Development

Other Provisions of Comp. Plan

B. City of Stoughton Park and Open Space Plan

C. City of Stoughton Intergovernmental Agreements

D. Dane County Comprehensive Plan

E. Dane County Park and Open Space Plan

F. Dane County Transportation Plan

G. State of Wisconsin DOT Plans and Policies

H. State of Wisconsin DNR Plans and Policies

I. Other Pertinent Plans and Policies as Indicated by City

IV. Proposed Development

A. General Description of Proposed Development and Land Use Mix

B. Modifications to Existing Site Conditions:

TOTAL SITE	Acres Converted	Acres Not Converted	Total
<i>Total Environmental Corridor:</i>			
Surface Water Areas			
Wetland Areas			
Floodplain Areas			
Steep Slopes (12 percent or more) Areas			
Woodland Areas			
<i>Total Agricultural/Open Space:</i>			
<i>Total Agricultural/Open Space:</i>			
<i>Cultivation &amp; Husbandry Areas</i>			
<i>Other Open Space Areas</i>			
<i>Total Existing Development:</i>			
<i>Existing Building Areas</i>			
<i>Existing Paved Areas</i>			
<i>Existing Lawn &amp; Landscaped Areas</i>			

C. General Development Details:

Total Site Area:	____ square feet	_____ acres
Area of Building Footprint:	____ square feet	_____ acres (1)
Area of Paving:	____ square feet	_____ acres (1)
Area of Pervious Paving	____ square feet	_____ acres (2)
Area of Lawn & Landscaping	____ square feet	_____ acres (3)
Area of Stormwater Management:	____ square feet	_____ acres (1)
Area of Impervious Surface (all 1s)	____ square feet	_____ acres
Area of Semi-Pervious Surface (all 2s)	____ square feet	_____ acres
Area of Pervious Surface (all 3s)	____ square feet	_____ acres
Total Floor Area:	____ square feet	
First Floor Area:	____ square feet	
Second Floor Area:	____ square feet	
Upper Floor Areas:	____ square feet	
Useable Basement Area:	____ square feet	

Figure 2.3: Economic and Fiscal Impact Analysis Requirements

1. For the project, estimate the following:

a. Types of jobs created	
b. Number of full-time (40 hrs/wk) and part time (less than 40 hrs/wk) jobs created	
2. Estimate the amount of local labor to be used in the construction of the project and in employment. Local is defined as city or county residents or businesses.	
3. Include an analysis indicating the market proposed for the project and the area from which patrons will be attracted.	
4. Compare and evaluate the projected costs and benefits to the community resulting from the project including:	
a. Projected costs arising from increased demand for and required improvements to public services and infrastructure.	
b. Value of improvements to public services and infrastructure to be provided by the project.	
c. Projected tax revenues to the city to be generated by the project in the first five years.	