

TOWN OF WESTPORT Commercial Property Design Guidelines



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Introduction & Overview

The Town of Westport's (the "Town") Design Guidelines (the "Guidelines") have been developed to guide the appearance, form, and function of new development and redevelopment in nonresidential zoning districts within the Town.

In utilizing these guidelines, the applicant, the staff, or any other users should consider the characteristics of the site and its immediate context, applicable plans for an area, the nature of the use, and the intent of the guidelines and performance standards as they apply to the specific design district.

In cases in which special conditions exist that are not specifically addressed by the Guidelines, the design district intent statement should serve as the basis for determining the appropriateness of the proposed design.

Why do Guidelines?

Established in 1849 the Town is bordered by Lake Mendota to its South, the Yahara River to the East, the Village of Waunakee to the North, and the City of Middleton to its West. Much of the South border of Westport is Lake Mendota. The Yahara River, Six Mile Creek and Dorn Creek flow through Westport before entering Lake Mendota. The Town is home to three marinas and several boat sales and repair operations. Several boat and small craft landings are found in Westport. Westport is part of the greater Madison area and only minutes from the Dane County Regional Airport and State Capitol (by car or boat).

Westport has a rich history as a pre-settlement home to many Native Americans and is well known as having one of the largest concentrations of effigy mounds in the United States. One of the earliest settlement roads was a converted Native American trail known as Military Road. This road connected two early military forts (Crawford and Winnebago).

The fertile land was ideal for early settlers, so the community has deep roots in farming and agriculture. The Town was home to the first trading post in the area as well.

How are the Guidelines organized?

The Guidelines are presented in six chapters:

- I: Design Districts**
- II: Site Planning**
- III: Architecture**
- IV: Landscape**
- V: Lighting**
- VI: Signage**

Each chapter starts with a set of goals that envision what the Town hopes to accomplish by adhering to the Guidelines. Individual chapters are divided into sections that deal with specific issues. For each issue the Guidelines provide planning objectives and specific design guidelines.

Photographs are used throughout the Guidelines to illustrate what may be considered acceptable in the Town. The photographs are representative samples to make the Guidelines more reader-friendly. The Guidelines are not meant to stifle creativity; in all situations there may be many ways to achieve the Town's goals.

It is in the public interest of the Town to attempt to preserve as much of this early history as possible.

Now, the Town is a mix of rural and urban uses, but with significant local parks and trails, and other preservation areas. These areas are linked or planned for linkage, which will enhance connectivity for bikes and pedestrians. The Town contains significant lands protected by Dane County and the State of Wisconsin, including Governor Nelson State Park. The Town has worked diligently to conserve open and agricultural lands, including community separation space, and has been very successful in doing so.

The intent of the Town's design guidelines is to respect and maintain the Town's "rural character" utilizing history to plan for the future. Every hometown needs a special place to gather and socialize with friends and neighbors. Westport is surrounded by Waunakee, Middleton, DeForest and Madison, yet its residents wish to maintain their own separate sense of place. These guidelines aid in maintaining that feel and enhance the rural hometown special place that is Westport.

What are the objectives of the Guidelines?

The application of design standards and guidelines to non-residentially zoned properties will assist the Town staff and plan commissions to implement the Comprehensive Plan and specific plans for the Town's business and industrial areas defined herein as the following Districts: Westport Town Center, Westport Commons and the High-Tech Business Park, as well as other neighborhood business districts in a more effective and cohesive manner.

The main objectives of the Guidelines, which will be used in guiding changes and development, and in reviewing plans for development and improvements, are as follows:

1. Assist the planning and design of quality development projects to provide for increased opportunities and land use efficiency for redevelopment and new development, and promote design continuity and cohesiveness at the main portal corridors entering the Town

of Westport.

2. Avoid piecemeal and fragmented development that detracts from the establishment of a viable business environment and strong neighborhood appearance and character that reflect plans or studies for the subject area.
3. Encourage a viable and compatible mix of commercial, business, office, and residential uses in the Town.
4. Encourage the integration of mixed uses in designated areas through the development of consistent building forms placed parallel to the street, with minimum setbacks from the right-of-way, and an attractive and viable pedestrian-friendly environment to the greatest extent possible.
5. Encourage creative planning and design in the arrangement and siting of buildings, parking areas, circulation and access, shared parking facilities and ingress/egress arrangements, and limit multiple curb cuts.
6. Make the policy of efficient traffic flow compatible with the goal of promoting an attractive and viable, pedestrian-friendly environment through the establishment of a safe, convenient, and attractive pedestrian and bicycle network of paths and public places.
7. Protect property and private investment.
8. Promote public health, safety and welfare.

The Guidelines are not intended to inhibit or restrict innovative and creative design solutions. Rather, the intent is to achieve a cohesive vision for development that appropriately applies techniques compatible with lasting styles and ideals that define the Town's rural character, historic charm, community values, and future growth. The Guidelines provide this essential regulatory tool for planning and design of developmental proposals by encouraging a sustainable and prosperous economic environment. These Guidelines complement and support policies already in place within the Town. The Guidelines share similar goals and objectives with various regulatory and planning documents, but focus on the building and spaces between them to create unique, compatible, comfortable, and safe environments. The Guidelines also assist the Plan Commission with the

implementation and enforcement of its primary function and responsibility - to protect the public's health, safety and welfare. The core objective of the Town's Comprehensive Plan is to preserve the Town's rural character. The Comprehensive Plan shall be used in conjunction with the Guidelines and will help ensure that long range land use and economic development objectives are achieved.

Note that the Comprehensive Plan may be revised from time to time. If the Comprehensive Plan is amended, then this document should be read to be consistent with any such change. If that is not feasible, then the Comprehensive Plan is the higher authority and controls over this document.

With this in mind, the following objectives shall be a priority for all development:

- Ensure prosperous economic development within a vibrant, traditional, and rural Wisconsin setting;
- Design to the human scale;
- Create architectural styles that are compatible with each other and harmonious with the surrounding architecture, rural character of the Town, and adjacent neighborhood fabric;
- Create a unique sense of place that promotes pride and social interaction among residents and visitors; and
- Ensure that the community is open and accessible to all Town residents and promotes a healthy lifestyle.

Past approved designs may provide for some guidance, if somewhat recent and not based on past approvals. For instance, design concepts for Yahara Crossing, The Athens Grill, and related convenience store predated recent approvals and would not pass muster under this document or current standards. The same is true for several Skipper Bud's metal storage and marine structures. The Boat House, Kraemer Printing and the former Gary Stone's Paddle Board Place are in similar stead. The Summit Credit Union, Pine View Veterinary Clinic and Pet Retreat, and Inspire Day Care structures, as well as those approved in the JPA along Century Avenue for the Kilkenny Farms development, are more indicative of these Guidelines.

Are the Guidelines mandatory?

Throughout the document the word "should" is used to denote that these are recommended guidelines and not mandatory standards. The Guidelines in this manual are intended to accompany adopted Town plans and guide the Town staff and commissions during the review process of applications from business or property owners for improvements, and modifications to existing buildings and for parking and circulation improvements in the commercial districts. In many cases the Town plan commissions encourage compliance in order to facilitate the review of development projects.

Where do the Guidelines apply?

The provisions of the Guidelines apply to all nonresidential zoned areas in the Town. They apply to new construction as well as expansions or redevelopment of existing buildings and sites. They will apply to isolated commercial developments located outside of Design Districts referenced below, and the provisions below will be applied to those developments at the approving review body.

How will the Guidelines be used?

There are two main functions of the Guidelines. First, they will provide guidance to landowners and developers in the early stages of planning and design, to address this question: "What is the Town looking for?"

Secondly, they will be used as a benchmark by the staff, consultants, commissions, committees, boards, and peer reviewers to evaluate development proposals as part of the review processes to address the questions of "Does it meet the Town's criteria?" and "What will it look like and how will it function?"

Implementation of the Guidelines may rely on the services of architects, civil engineers, and landscape architects working as consultants or developers. The Guidelines will be administered by staff through the review process. The Guidelines will be applied to development that requires site plan approval from the Town plan commissions.

What Zoning Authorities are in play and how is that applied?

The Town has several authoritative documents dealing with design, and is the town included in three different zoning districts with differing code sections, but similar concepts. The High-Tech Business Park and Westport Commons Districts are all included in Waunakee's zoning jurisdiction where the Waunakee Zoning Code applies (as does the Waunakee Land Division Code as the law provides). The Westport Town Center District is partially within Waunakee's zoning jurisdiction (the area north and west of the Yahara River), but also a small area is under the Town Zoning Code (south and east of the Yahara River). The Waunakee Land Division Code applies as provided by law in this District. The Waunakee-Westport Joint Comprehensive Plan, including the adopted CORP, essentially is in place across the entire Town, having been approved for such use by Middleton, Waunakee, Westport and Dane County. The Town Land Division Code does apply in all Districts and all across the Town.

Attached at Appendix A is a bibliography of these zoning and planning ordinances, regulations, jurisdictional maps, and links.

Are there specific architectural themes to utilize?

Based on the Town's history, uses, current geography, and Comprehensive Plan, three types of themes will be considered for structures in the Town: Architectural theme, Prairie Architecture (Usonian or New Urbanism for example), or an Architectural/Farm related architectural theme. The areas along the Yahara River and Lake Mendota in the Town Center should follow the Nautical type theme. In the other Districts, developers should propose one or more of the themes and explain how they will best fit the area and neighboring uses. Example pictures that follow in the design specifics include renderings or photos of these types of architectural themes.

What will the ultimate outcome be for the Town?

The Guidelines are not designed to produce immediate results. Like the Comprehensive Plan and other Town plans, they provide a framework for the future. The process is intended to ensure that site plans are reviewed efficiently by plan commissions and staff resulting in high quality development that improves the Town's overall aesthetic cohesiveness and immediate environment of the subject site.

I. Design Districts

Introduction

Three separate “Design Districts” have been developed for non-residential commercial, business and industrial areas within the Town. Each of the Design Districts have their own particular design characteristics and architectural vocabulary as defined later in this document. All three of the Design Districts border gateway corridors to the Town in some fashion.

Districts Established

The more urbanized portion of the Town has been developed along a T-shaped corridor following the STH 113 and CTH M intersection westerly to CTH K. This area has been described in the Comprehensive Plan as the “Westport Town Center.” Map 1 attached shows the Town Center Commercial areas from the Comprehensive Plan. There are three distinct commercial areas each which has unique locational and geographical features lending toward necessary design and site plan distinctions. Those areas are shown at Map 2. Those will be identified as the High-Tech Business Park District, the Westport Town Center District, and the Westport Town Commons District.

High-Tech Business Park District

This District is essentially the entire area designated as “Business Park” in the Comprehensive Plan, located North of CTH M and West of STH 113 (Kennedy Drive to W. River Road), which will remain in the Town when developed. This area is a flat and open area, currently farmed, and mainly owned by one company looking for businesses that can best utilize the existing robust infrastructure. Its location along STH 113 close to the North entrance of Madison, and a short distance from both the airport and the Interstate system, make it very attractive for technology based businesses and manufacturers. This District is a unique asset in the Town. A substantial portion of the District is currently a Certified Site through the Wisconsin Economic Development Corporation, and is one of only twenty sites in the State designated as a shovel-ready development intended to increase employment and tax base. The Comprehensive Plan promotes this District as industrial and commercial in nature. As such, this District is likely focused on a small number of larger users.

Additionally, acknowledging the unique nature for potentially larger manufacturing or industrial users and structures in this District, it is understood that some of the limits and design elements expressed in this document may need to be adjusted in the opinion of the Town Plan Commission and/or Town Board depending on these proposed uses and the number and size of structures included in this District. For instance, if only one or two users utilize the property in this District with larger structures anticipated, the Town Plan Commission and/or Town Board may adjust more of the recommendations included here as opposed to if there are several users and structures anticipated (allow more guideline flexibility for larger projects specifically in this District).



High-Tech Business Park Boundary Map

Westport Town Center District

This District is established running the length and width of the Town Center as described in the Comprehensive Plan along the Town's main thoroughfare. This District includes the Yahara River frontage as well, and one small commercial area at the intersection of CTH's M and K.



Westport Town Center District Boundary Map

Westport Commons District

Westport Commons District. This District is established covering the area along CTH M from Mary Lake Road to Woodland Drive, including the Town Center Park and facilities. This area is unique in its link to several Westport and Waunakee residential neighborhoods north of the area to the businesses and recreational opportunities in the Town Center District. It is sandwiched between Six Mile Creek and its protective parklands and trails, and the Town local government center and active park. Other than the Town government area, the area is owned by one party, and contains environmental corridors and unique connectivity options. This area is unique as it has significant potential for a special gathering place in the Town. Should this area be developed, it is the desire of the Town for this area to maintain a rural character. This area is part of an interconnected trail system and part of the regional biking and hiking trail system. This area contains significant wetlands which are connected with more wetlands located to the west and south. The northern portion of this area is bordered with single family homes, and to the east are the Town Center government structure and Daleo Soccer Fields. This area would be ideal for a mixed use gathering place with local shops, restaurants, civic uses, and entertainment, while combining the need for a gathering place, with sitting areas, small parks, trails for biking and walking, allowing nearby neighborhoods pedestrian access.



Westport Commons District Boundary Map

Note that the Town believes that the Westport Commons District will become the hub for the Town commercial areas and residential neighborhoods. It will be a new and major connection point for commerce, traffic, multi-model travel, and recreational activity on the north side of Lake Mendota. It is vital that the Town be patient and plan this area as a whole, integrating it to Lake Mendota, Six Mile Creek, the Yahara River, highways, parks, trails, government, recreational facilities and pedestrian/bicycle trails that all meet at that point. There is no room for error or mistake because to do so could last life times. The High-Tech Business Park similarly should be looked at as a whole and will transition from STH 113 to the Mary Lake neighborhood. Town Center District is similarly situated, but not a blank slate, so care must be taken to not continue older bad habits, and integrate new buildings and designs as they are proposed.

These three areas will have many design guidelines in common, but also will require unique policies based on the differing expectations of ultimate development. As noted previously, some isolated commercial developments outside of these Districts occur in the Town from time to time. The appropriate reviewing body will apply the provisions below which are deemed appropriate for the location and type of development in the discretion of the reviewing body. The following sections will further detail these common and unique guidelines.

General Design Standards from Current Town Regulations:

i. Common Guidelines. The following policies generally guide design and property development in all of the Districts.

A. Any new use should not threaten the natural environment in any way, including an increased risk of contamination to the air, soil, surface waters, or ground water; increased sound levels; or increased nighttime light levels.

B. Any new use should be compatible with existing adjacent uses, especially any residential uses. Buildings and sites should be designed to

prevent noise, odors exterior lighting, or traffic patterns that would be objectionable to existing adjacent uses.

C. Any use that generates excessive traffic, does not create good paying jobs for local residents, uses dangerous or potentially hazardous types of processes, requires large amounts of raw material, generates significant amounts of waste products, utilizes or requires hazardous materials, generates excessive noise, or has the potential to negatively impact the natural and agricultural resources of the Town should be prohibited.

D. Any lighting on commercial structures should be recessed and/or screened so that there is no spill-over onto adjoining properties. Lighting should be permitted only as allowed under the Town's Dark Skies Code.

E. Commercial developments should meet all signage and parking requirements of the applicable codes, unless granted a waiver or variance as afforded by those codes.

F. Any commercial use that would be incompatible with neighboring uses, especially rural residences and farming operations, should be prohibited. Incompatible uses may exhibit one or more of the following characteristics:

- Excessive noise, light, traffic, or odor.
- Dissimilar architecture, signage needs or other appearances.
- Requires excessive employees or generates significant customers from outside the Town of Westport or immediate area.
- Requires exceptional levels of public improvements or services.
- Lack of appropriate area for setbacks or screening between neighboring buildings, spare parcels and other land uses.

G. Multi-unit residential uses may be considered on a case-by-case basis, either as a stand alone use or mixed with a commercial use. The suitability of such use will be determined by site characteristics and the quality of the design. The applicant needs to demonstrate the safe provision of access, parking, and pedestrian routes and show how the residential use relates to other uses on that site or adjacent sites.

H. Multi-family housing, if allowed, should be well designed and arranged within the site integrated amongst surrounding lower-density housing units and sites, and provided with the proper level of utilities and community services.

I. Encourage commercial and residential uses with shared walls be constructed with adequate sound proofing and durable materials to reduce conflicts and operations and maintenance costs.

J. Development should connect to or establish a connected street, sidewalk, recreational path and trail network that promotes walking, biking, and transit in addition to motor vehicles, and that connects to regional trails, recreational paths and roadways in surrounding areas, creating a highly connected travel network for pedestrians, bikers, transit, vehicle, and other travelers.

K. Each District should contain public access to outdoor recreational activities.

L. Design street and trail networks to provide convenient walking and biking access for residents to civic, business, and recreational uses.

M. Leverage recent investments in trails and proposed park investments to build community image and enhance development potential and quality in the District.

N. Appealing opportunities should exist for youth to be productive and engaged community members.

O. When new proposals are considered, evaluate existing development to determine where connectivity can be improved.

P. Work with Dane County, State, and Federal governments to link recreational trails, and identify gaps in trails and bikeways.

Q. Accommodate transit (traditional and para-transit), ride-share, walking, biking, and other non-vehicular forms of travel to accommodate persons of different ages and abilities.

R. Establish interconnected transit, bike, and pedestrian networks between the FUDA North Mendota Communities and neighboring communities.

ii. Unique District Guidelines. The following policies generally guide design and property development in the Districts established here.

A. High-Tech Business Park District

This District is near the primary entrance corridors to the Town Center and should be attractive and inviting along STH 113.

1. Buildings and landscaping along the main corridors should be aesthetically pleasing.
2. Corridors should be improved by public improvements such as lighting, signs and landscaping in the public right-of-way.
3. Development along these primary entrance corridors requires special attention and design effort in the development process to ensure strong and attractive entrances. This should include the selection of high quality materials and design for buildings, exceptional landscaping and buffering techniques to obscure the view of features not intended for view from a highway, such as residential rear yards, garage doors and loading docks.
4. Implement streetscaping and community design/character guidelines. Attached at Appendix B are examples of general architecture and site appearances to be considered in this District.
5. Given that this District is targeted towards industrial and commercial development and has a focus on employment, the following may be allowed in this District:
 - Building features different from the Westport Town Center District and Westport Commons District;
 - Buildings that may be taller than in other districts and have an architectural style befitting an industrial/commercial development which may differ from Prairie

Architecture, Agricultural/Farm or related themes;

- Designs which accommodate truck and train access and movement;
- Businesses and buildings with noise levels different from the lower levels expected in the Westport Town Center District and Westport Commons District;
- Businesses and buildings that generate traffic and may use a variety of manufacturing processes which require or process raw material;
- Parking lot siting and design that differs in size and location from other Districts to accommodate semi-truck or rail spur access and loading;
- Utilities and mechanical equipment to be placed at grade as long as they are placed in safe manner, location and with reasonable screening;
- Sidewalks and pedestrian spaces tailored to the employees of the businesses in the District, and primarily used as internal sidewalks for safe passage to and from the parking lots;
- Storage, loading/unloading, loading docks, dumpsters, recycling, mechanical equipment, fuel areas, and service areas to be placed to cohesively fit into the site while providing for functionality of building design, orientation, and positioning;
- Site plans orientated in such a way to best suit development and business operations with screening as appropriate;
- Buildings located on the corner of two public streets not close to the corner as site plans may vary to best complement efficiency and productivity;
- Company corporate colors and design standards;
- Parking lot landscaping in line with landscaping typically found in industrial settings with planting strips and shrubs/ ornamental plantings as standard for the type of business; and,
- Some incompatibility with the three multi-family residential buildings in an A-1 zoned area north of the District property at the corner of STH 113 and Kennedy Drive.

B. Town Center District

1. This District contains the primary entrance corridors to the Town Center and should be attractive and inviting along STH 113 and CTH M.
2. Buildings and landscaping along the main corridors should be aesthetically pleasing.
3. Corridors should be improved by public improvements such as lighting, signs and landscaping in the public right-of-way.
4. Development along these primary entrance corridors requires special attention and design effort in the development process to ensure strong and attractive entrances. This should include the selection of high quality materials and design for buildings, exceptional landscaping and buffering techniques to obscure the view of features not intended for view from a highway, such as residential rear yards, garage doors and loading docks.
5. The Town should consider similar specific designs for development along the entrance corridor highways as in Waunakee entrances.
6. Prohibit commercial driveway access directly onto CTH M and STH 113, and where feasible, use shared driveways, frontage drives, and access from side streets.
7. Consider higher residential and commercial densities and mixed-use development along proposed transit corridors, and in redevelopment infill projects, such as along the Yahara River, including potentially as proposed in the Yahara River Redevelopment project (created as a capstone project by a UW landscape architecture student).
8. Consider higher density residential development in and around commercial centers to build community and strengthen the customer base for local businesses.

9. In general, allow for greater commercial and residential density and mixing these uses near existing and future destinations and transit corridors (such civic uses, entertainment venues, retail) to encourage walking, biking, and when feasible, transit.
10. Permit senior residences (life-cycle housing), multi-family housing, and homes with a broad mix of sizes and price-points, including homes accessible to people with disabilities.
11. Mix housing, civic, open/public spaces, retail and office uses, horizontally and vertically.
12. Implement streetscaping and community design/character guidelines.
13. Take advantage of significant potential for outdoor recreation in this District with the Yahara River, Six Mile Creek, Lake Mendota, and Daleo Soccer Fields/Westport Town Center Park and connect them to all businesses and residents in the District, limited by the fact though that natural resources are finite, and so sustainable use of resources is necessary to ensure current and future use.
14. Attached at Appendix C are general examples of architecture and site appearances to be considered in this District.

walking, biking, and when feasible, transit.

4. Permit senior residences (life-cycle housing), single-family lots, multi-family housing, and homes with a broad mix of sizes and price-points, including homes accessible to people with disabilities.
5. Mix housing, civic, open/public spaces, retail, and office uses, horizontally and vertically.
6. Take advantage of significant potential for outdoor recreation in this District the Town Center area with proximity to the Yahara River, Six Mile Creek, Lake Mendota, and Daleo Soccer Fields/Westport Town Center Park, and connect them to all businesses and residents, limited by the fact that natural resources are finite and so sustainable use of resources is necessary to ensure current and future use.

Attached at Appendix D are general examples of architecture and site appearances to be considered in this District.

C. Westport Commons District

1. Consider higher residential and commercial densities and mixed-use development along proposed transit corridors.
2. Consider higher density residential development in and around commercial areas in this district to build community and strengthen the customer base for local businesses.
3. In general, allow for greater commercial and residential density and mixing these uses near existing and future destinations and transit corridors (such civic uses, entertainment venues, retail) to encourage

II. Site Planning

Introduction

Each property is unique. Plans for development and redevelopment should be based upon a careful understanding of the site and its surroundings in order to meet the requirements of the ultimate user, while meeting the Town's goals for functionality, safety, and visual character, and ensure consistency with adopted plans.

These guidelines are intended to supplement, illustrate, and amplify various applicable sections of the Town code and comprehensive plan as noted.



Site Planning Goals:

- Distinctive, attractive properties that welcome people to the Town.
- Developments should be integrated into the commercial areas and the immediate context through street connections, sidewalks, connecting outdoor spaces, land use transition and compatibility, and building scale and character, which respects the uniqueness of each property and reinforces the Town's sense of place and character. Seek a balance between serving both automobile and pedestrian movement.
- Public open space throughout the Town to enhance its appearance and support pedestrian use.
- An attractive, functional, and safe environment that is conducive to commerce and other permitted activities.
- Protection for abutting residential properties through sensitive site planning, buffering, and architectural design.
- Upgrading visual character and sense of human scale in spaces through particular attention to architecture, site planning, signage, landscaping, and lighting.
- Encourage increased walking and bicycling by providing safe, attractive, interconnected facilities.
- Universal accessibility that meets the Americans with Disabilities Act (ADA).

General Site Planning Principles

Objectives

Good site planning should result in an attractive, safe, and economically viable relationship between buildings, parking, signage, lighting, landscaping, and the surrounding environment. Site plans should minimize the visual effects of parking and utilities, feature high-quality landscaping, accommodate pedestrian and bicycle movement, and encourage connections to nearby properties.

Design Guidelines

- **Site Analysis.** The site plan should be based upon a careful analysis of existing site conditions that considers topography, wetlands, soil conditions, existing vegetation, drainage, abutting land uses, and other factors that will influence the placement of buildings, roads, and parking areas. The plan commissions and boards may require a graphic presentation to demonstrate how knowledge of site conditions has influenced the site plan.
- **Preservation of Existing Features.** Site development should minimize disruption to natural and cultural features (e.g., mature trees, wetlands, drainage ways, stone walls) in a manner that would change their existing character.
- **Open Space.** Open Space areas should be preserved and integrated throughout the development. Where possible, open space should be continuous and used to preserve significant natural and cultural features. Open space should be coordinated with abutting properties to create continuous open space networks for wildlife corridors, riparian buffers, visual screening, etc.
- **Use of Open Space.** Open space should not contain any type of commercial activity, overflow parking, paved surfaces, constructed stormwater management facilities, or active recreation. Uses may include open vegetated areas, picnic areas, planting beds, bioretention areas, naturalistic water features, and similar features.
- **Parking Lots.** Parking should be located primarily at the side or rear of the building, with minimal parking in front. Parking lots should be screened to minimize their appearance in all districts, and need to maintain all stormwater runoff. Porous surfaces could be considered.
- **Relationships to Surrounding Properties.** Developments should be linked with the adjacent properties in the district and surrounding areas in order to provide direct, safe, and convenient pedestrian, automobile, and bicycle access. Where applicable, the expansion of the pedestrian network should be achieved through the: extension of public and/or private streets whenever possible, extension of sidewalks and/or paths in and through the development (such as those identified in the Dane County Park and Open Space Plan and Regional Trails Map), and extension of green space in and through the development.
- **Ancillary Uses & Utilities.** Service areas, outdoor storage and sales areas, HVAC equipment, trash containers, and other similar features should not abut residential neighborhoods and should be screened from adjacent properties and streets.
- **Buildings in Existing Parking Lots.** The development of buildings on out-parcels or additions extending towards the street are strongly encouraged to break up the scale of large parking areas.
- **Coordinated Future Development.** Where site plans are presented for a portion of a property, the applicant should show how the plan has been designed to accommodate future buildings, access roads, sidewalks, drainage, utilities, signage, and preserved open space in a coordinated fashion.

- **Orientation of Development.** While the majority of the existing buildings are free-standing and are not situated at close proximity and parallel to the roadway, the redevelopment of these properties should consider the building placement as it relates to roadways and the adjacent properties.
- **Entryways.** The design and character of the entryway to the development establishes its identity and its theme and sets forth its image and quality. Entryways should be designed in a manner unique to the character and theme of the development and should also be compatible with the existing general character of the adjoining areas in the district.
- **Corner Sites.** Site entryways, primary circulation patterns, and connections to adjacent uses should act as complete streets and serve pedestrians, bicycles, automobiles, and other modes of transportation without the necessity to use arterial roadways where possible. Street extensions, roadways, and vehicular drive connections to adjacent developments should include facilities to accommodate pedestrians and should incorporate streetscapes or landscaping. New access points and roadways used for site entry should align across primary roadways to the greatest extent possible forming controlled intersections.



Redevelopment of this site establishes several more pronounced entryways to the building and draw a stronger connection towards the adjacent roadway

- **Above Ground Utilities.** Utilities traditionally place above ground (electric, telephone, cable, etc.) should be examined for potential to: be placed underground, placed behind buildings with rear connections or consolidated on as few utility poles as possible. Substations, transformers and fuel tanks should be placed in screen enclosures away from primary pedestrian paths and vehicle entry areas.

Circulation

Objectives

Development activities should be characterized by safe, user-friendly, and efficient traffic flow. Access management principles should be followed to reduce the number of curb cuts, provide a safe vehicular and pedestrian environment, encourage intra-parcel travel, and minimize the number of trips on roadways

Design Guidelines

- **Curb Cuts.** Site plans involving curb cuts should comply with Town or other applicable requirements and plans should demonstrate an adherence to sound access management principles to promote efficient traffic flow and maintain a high level of safety for pedestrians, bicyclists and motorists. The number of curb cuts should be minimized to increase vehicular and pedestrian safety and the location and design of driveway entrances to the property should minimize conflict with off-site traffic, and provide for safe transition into the parking lot. Entrance drives should be located so that they reduce potential traffic problems, afford maximum sight distance, provide adequate queuing, and acceleration and deceleration lanes if necessary.
- **Shared Access.** Entrances to abutting commercial properties should be combined wherever feasible to minimize curb cuts and provide for more efficient traffic flow across developments.
- **Internal Traffic Flow.** To ensure the safety of motorists and pedestrians, the development plan should clearly delineate internal traffic patterns for both vehicles and pedestrians. Parking spaces, directional arrows, crosswalks, raised curb landscaped islands, and other markings on the ground should be delineated with pavement paint/material signage.
- **Connections with Adjacent Properties.**
 - Pedestrian and vehicular connections between parking lots and driveways on adjacent parcels should be provided wherever feasible to minimize turning movements onto major roadways. Internal connections should provide safe, direct access while discouraging vehicular shortcuts. Cross easements should be provided as required to facilitate circulation and anticipate future connections.
 - **Traffic Calming.** New developments or modifications to existing buildings should ensure their integration with the existing and future traffic patterns and traffic volume through the use of appropriate traffic management techniques. Traffic calming measures should be included where appropriate to discourage speeding within the site and between abutting properties. Measures may include speed tables, on-street parking, raised crosswalks, vertical curbing, curvilinear road alignment, roadside plantings, neck-downs, curbed islands, and signage.
 - **Drive-Throughs.** Where such uses are allowable, access routes leading to or from takeout windows or other drive-throughs should minimize conflicts with pedestrian circulation routes. Motorists should be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices.
 - **Pedestrian and Bicycle Movement.** The development plan should provide for safe pedestrian and bicycle movement within the site and between abutting properties. Walkways should be designed to create a safe, efficient, and uninterrupted pedestrian way, and walkways should avoid frequent crossings by driveways or streets. They should be separated from streets and parking lots by curbs or other means to create physical separation. Specifically, onsite pedestrian connections should be provided to and between the following points:
 - The primary entrance or entrances to each building.

- Existing or planned transit stops, stations, and park-n-ride locations.
- Existing or future trail systems or amenities, where determined appropriate by the Planning Commissions, Town Board or Joint Planning Commission.
- **Maintenance.** All crosswalks and parking area lines should be repainted periodically to ensure their effectiveness.
- **Transit Connections.** Redevelopment and/or site improvements should plan for access and connectivity to existing and future transit facilities, including, but not limited to, park-and-ride locations, pullouts, stops, and shelters. Transit stops should be incorporated into the layout of the site, and should be protected from automobiles, where feasible, to become safe pedestrian spaces.



Elements such as stripping or pavement patterns can be used for aesthetics as well as traffic calming

Parking Area

Objective

Parking lots should be designed to complement adjacent buildings, the site, and the design district without becoming a dominant visual element. Every effort should be made to reduce the scale of parking lots by minimizing the total amount of paved surface visible from the road.

Providing more parking than the code requires adds substantial costs to development and redevelopment, and in some cases the added costs will prevent development altogether.

Parking lots should be designed as inviting, pedestrian-friendly places by careful attention to landscaping, lighting, and walkways. Parking areas should also comply with applicable code requirements, comply with the Town's stormwater standard, and consider using porous surfaces.

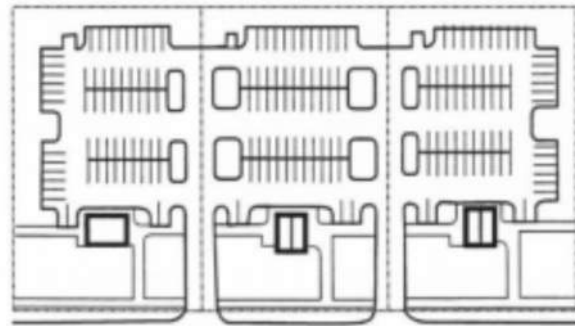
Design Guidelines

- **Orientation.** Parking lots should be designed as part of the overall plan for the site, and coordinated with the circulation plan, building entrances, lighting, landscaping, snow storage, and service areas. Parking lots should be located and designed so they do not detract from the character and scale of the surrounding area and the streetscape, and where feasible, the majority of the parking area should be located to the rear and sides of the building so that they can be screened by buildings.
- **Scale.** Parking areas should be broken up with trees, landscaped islands, grade changes, low walls, or other appropriate features. Large expanses of uninterrupted pavement should be avoided and new parking areas should incorporate green infrastructure facilities to accommodate runoff.
- **Shared Parking.** Shared parking use among different sites, where the peak parking demands occur at different times, is encouraged as allowed by code.

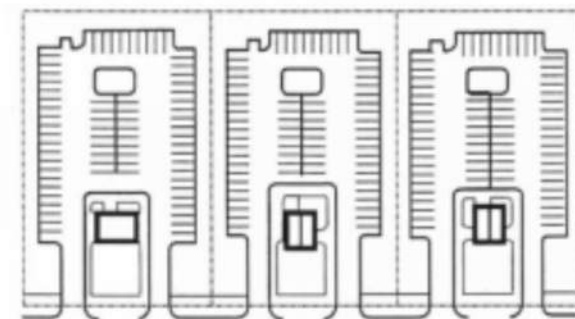
- **Parking Aisles.** Parking lots should be oriented to minimize the number of parking lanes crossed by pedestrians.
- **Sustainable Parking.** Parking areas constructed with sustainable materials in accordance with LEED or similar design specifications can be used for infrequent parking or overflow parking.
- **Parking Obstruction.** Pedestrian walkways through parking areas should allow for at least a four foot (4') wide clear zone from vehicles obstructing the walkway.

Shared Driveways

Do this



Not this



Pedestrian Spaces

Objectives

Commercial buildings should provide outdoor spaces for a variety of uses – seating/resting, dining, displays, and aesthetic enhancement – to create a pedestrian-friendly environment. Decisions with respect to the pedestrian movement system should be considered concurrently with the site planning process, and should not be added as an afterthought in the form of pavement strips, left over space, or orientation signs.

Design Guidelines

- **Outdoor Spaces.** Development plans should include outdoor use areas such as greens, plazas, and courtyards appropriate to the use of the property. Buildings should be oriented toward open spaces rather than roadways, and should have a major access on the space. Outdoor spaces should be coordinated with the pedestrian circulation plan to encourage pedestrian use, with provisions for seating and outdoor activities as appropriate. Outdoor spaces should be designed to separate pedestrian and vehicular traffic with landscaping, grade changes, and other site features.
- **Planning.** Where outdoor use areas are provided, they should be located in sunny, highly visible locations and sized to fit the anticipated uses.
- **Materials.** Outdoor use areas should be constructed of high quality, easily maintained materials. All elements within the space should be coordinated with the architecture and site elements to achieve a unified look. The use of decorative paving is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces.



Public Sidewalks

Objectives

Public sidewalks and planted esplanades can be a highly desirable part of the streetscape, adding scale in a commercial landscape and creating a safe place for pedestrian movement.

There are many areas in and around the Town which are currently not pedestrian or bicycle friendly. The long-term objective is to provide an interconnected network of bike paths and sidewalks, consistent with applicable plans, that provide an alternative to the automobile and encourage exercise for the general population.

Design Guidelines

- **Coordination with Other Sites.** Facilities should be coordinated with abutting land uses to create interconnections throughout the commercial area and linkages to surrounding residential neighborhoods. Lighting and other amenities abutting walkways should be at human scale and provide line of sight to other pedestrians, motor vehicles, etc.
- **Coordination with Site Plan.** All new sidewalks should be coordinated with the Site Plan to avoid conflicts with landscaping, utilities, grading, drainage structures, signs, and other elements.
- **Material Selection.** Materials selected for curbing and sidewalks should be durable and long-lasting, and consistent with the character of the design district.
- **Crosswalks.** Where sidewalks intersect with commercial drives or roads, crosswalks should be installed to alert the motorist and improve visibility. Crosswalks should offer a noticeable change in texture and color. Raised crosswalks should be considered at key locations as a traffic calming device to make crosswalks more visible. Signs may be warranted in certain situations as determined by the appropriate codes.



Internal Walkways

Objectives

Site development should consider the needs of the pedestrian for safe, functional, attractive walkways throughout the property.

Design Guidelines

- **Location.** Internal walkways should be located where motorists can anticipate pedestrians and react accordingly. Walkways should be designed to give the pedestrian a full view of oncoming vehicles, with minimal interference from trees, shrubs, signs, light fixtures and parked cars. Walkways should avoid drive-through lanes, access and service drives, and other high-traffic routes.
- **Orientation.** Walkways in parking lots should be aligned with the main entry or a focal point on the building to assist in wayfinding.
- **Width.** Internal walkways should be a minimum of four feet wide. Additional width may be necessary in certain conditions, e.g., where shopping carts may be used, where heavy pedestrian traffic is anticipated, or where cars overhang the walkway.
- **Coordination with Landscaping.** Areas adjacent to walkways should be landscaped with trees, shrubs, flower beds, ground covers, or other such materials for year-round interest. Shrubs should be used with care to avoid blind spots. Special features, such as benches, flower beds, planters, and artwork can be used to enhance the walkway. Trees along all walkways should be trimmed to provide adequate sight distance and to remove potential obstacles.



A dedicated walkway that provides a safe, well-marked pathway to a main entrance while minimizing conflicts with vehicles

Multiple Building Developments

Objectives

Developments consisting of more than one structure should exhibit a high degree of coordination in site planning, architectural design, site design, and site detailing. All physical components should be designed to complement an overall plan.

Design Guidelines

- **Master Plan.** Where multiple buildings are proposed, a master plan should be prepared to show the general location of future buildings, parking lots, roads and driveways, lighting, signage, landscaping, walkways, utilities, service areas, stormwater management, and other components of site development. The master plan should also show how traffic, stormwater, and utilities will be coordinated with adjacent properties. The plan should consider significant natural or cultural features and integrate open space.
- **Phasing Plan.** As part of development plan applications, the applicant should provide a phasing plan that illustrates the sequence of development and what steps will be taken to ensure compatibility between current and future activities.
- **Building Orientation.** Multiple building developments should be designed to create usable, safe and attractive pedestrian spaces, at a “human scaled”, and preserve significant site features, and minimize the appearance of parking areas.
- **Focal Points.** A limited number of buildings or other elements should be designed as focal points. These structures should be visually more prominent, enhanced by height, massing, distinctive architectural treatment, lighting, landscaping, or other distinguishing features.
- **Circulation.** A unified site plan will be required that will identify ingress/egress, internal circulation, and shared driveways that should be installed, to the extent possible, with the first phase of development.



Outdoor Service & Storage Areas

Objectives

Outdoor service and storage areas should be integrated into the overall site plan. They should be designed to meet the functional needs of the facility while minimizing any traffic or visual conflicts, audible noise, or smells.

Design Guidelines

- **Locations.** All facilities for service, including waste collection and storage facilities/areas, off-street loading and unloading areas, loading docks, utility areas, mechanical equipment, dumpsters, fueling areas, and vehicle service and maintenance areas should be located at the side or rear of the principal building. Locations that face public roadways or abutting residential properties should be avoided.
- **Design.** Outdoor service and storage areas should be sized to fit the specific needs of the building and its intended operations.
- **Screening Design.** Service areas should be screened with architectural elements such as walls or fences. Screening may be further enhanced with evergreen trees, shrubs, and earth berms. Structural screens and fencing should complement the design of the main structure by repetition of materials, detailing, scale, and color. Where chain link fencing is required for safety, it should be landscaped and painted black or a similar dark color, or coated with dark vinyl. All screening shall be properly maintained.
- **Recycling Facilities.** The installation and use of recycling bins is encouraged. All recycling facilities should be screened in a manner similar to other service areas. Dumpsters and recycling areas should be consolidated where possible.



This service area is screened by a solid wall that repeats the design elements used elsewhere on the site



Trash enclosures should be sized to accommodate the dumpster for the facility

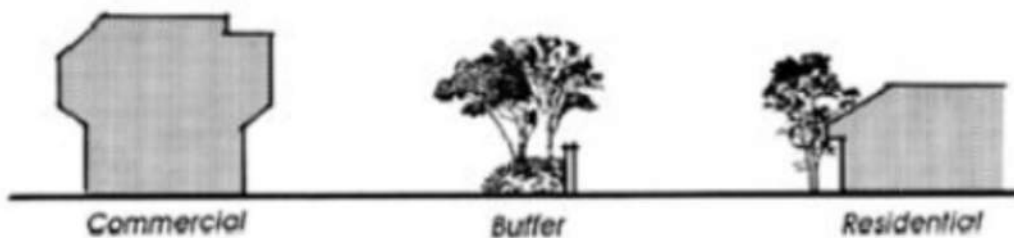
Buffers & Screening

Objectives

Buffering or screening will be required in certain areas to ensure compatibility between incompatible land uses, particularly between commercial, industrial and residential properties. Plantings, earth berms, stone walls, grade changes, fences, distance, and other means can be used effectively to create the necessary visual and psychological separation.

Design Guidelines

- **Appropriateness.** The selection of the proper type of buffer should result from a thorough understanding of existing site conditions, distances to property lines, the intensity of the proposed land use, and the degree of concern expressed by the commissions and boards as well as abutting landowners.
- **Design.** Buffers and screens should be considered an integral part of the site plan. Stone walls, plantings, fencing, landforms, etc., used for buffers should be similar in form, texture, scale, and appearance to other landscape elements.
- **Maintenance.** Buffers should be maintained throughout the life of the project in a condition that assures continual year-round effectiveness. Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they should be replaced to meet the intent of the approved plan. Walls, fencing, or earth berms used to screen parking lots and add visual interest to a planter strip should be designed as an integral part of the grading plan.
- **Fencing.** Where fencing or other architectural elements (e.g., screening walls) are installed in a highly visible location, they should be treated as an integrated architectural element, complementing the form, style, color, or detailing of the adjacent building.
- **Walls.** Where freestanding walls are installed they should be constructed using durable materials. Walls at the street view should relate to the form, texture, and style of the walls approved by the Town.
- **Combinations.** Combining plantings, berms, fencing, and walls will often result in an economical, attractive way to meet the buffer requirements and create a distinctive landscape.



Variable height fence and vegetation provide good visual separation between commercial and residential neighborhood. The buffer is attractive on both sides sized to accommodate the dumpster for the facility

Stormwater Management

Objectives

To comply with applicable stormwater management requirements, treatment basins, infiltration basins, rain ponds, or other measures will likely be required to maintain the quantity and quality of stormwater runoff. All stormwater management areas should be treated as integral and attractive parts of the landscape.

Design Guidelines

- **Location.** Where stormwater treatment basins or other related facilities are required, they should be graded to conform to natural contours and planted to integrate them into the natural landscape.
- **Design.** Stormwater treatment basins should generally be patterned after naturalistic landforms, avoiding hard geometric shapes, but may be included in open space calculations. Side slopes should be landscaped with appropriate plantings to reduce erosion and screen the basin.
- **Grading.** Abrupt changes in grades and steep side slopes (steeper than 3:1) should be avoided. Transitional grading should be used to blend all earthworks into the natural contours of the land where possible.
- **Structures.** Man-made drainage structures (e.g., culverts, manholes, and outfalls) that are visible from roadways or residential neighborhoods should be screened with vegetation.
- **Shared Basins.** Wherever appropriate, storm water basins (both detention and retention) should be designed to be shared by abutting properties to minimize the amount of land area devoted to stormwater management.



Stormwater management facilities can be designed to create attractive focal points in landscape.

On Site Amenities

Objectives

An attractive public realm is a fundamental ingredient in the success of a commercial development with a high degree of visitors, especially in mixed use development situations. Open air and semi-enclosed spaces that allow people to congregate and interact away from the flow of traffic are important elements of good urban design and should be encouraged in new developments, or in developments with new building(s) or additions.

The different types of open air and semi-enclosed spaces can be categorized as follows:

- **Public Spaces:** Public spaces are areas where the property is owned by a public agency and the public is allowed to enter and congregate.
- **Semi-Public Spaces:** Semi-public spaces consist of areas where the public is allowed to enter and congregate but, unlike public spaces, are owned by a private interest.
- **Private Spaces:** Private spaces are owned by a private interest for the use of adjacent building employees, tenants, or customers. The typology of such spaces may be categorized as follows:
 - **Patio or Plaza Area.** Patio or plaza areas shall be comprised of seating areas provided such patio or plaza has a minimum depth and width of ten (10) feet, and a minimum total area of three hundred (300) square feet.
 - Asphalt is prohibited as a paver; use of decorative pavers or textured, colored concrete is required, and porous materials are favored.
 - Patios and plazas should include pedestrian amenities intended to support these places as gathering areas.

- **Landscaped Mini-Parks, Squares, or Greens.** Such park or green areas shall have a minimum depth and width of ten (10) feet and a minimum total area of six hundred fifty (650) square feet, and should include pedestrian amenities intended to support these places as gathering areas.
- **Water Feature.** Water features (e.g. fountain), provided the feature is easily accessed by pedestrians and includes or integrates seating areas for pedestrians.



Example of a shared public space integrated into site planning

- **Outdoor Public Art.** Outdoor public art, provided the feature is visible to pedestrians or motorists.
- **Other.** Other well-designed areas and/or focal feature may be considered, which the plan commissions and boards find consistent with the intent of these guidelines, substantially enhances the development, and serves as a gathering place for residents, visitors, customers, and employees.

Design Guidelines

- **Size.** Patios, plazas, mini-parks, squares and greens should be proportionate in size to the development.
- **Visibility.** In order to serve as a focal point, a feature should be visible and easily recognizable as an area that encourages outdoor assembly.
- **Pedestrians.** Pedestrian amenities for patios and plazas, and for landscaped mini-parks, squares or greens may include seating, lighting, special paving, planting, food and flower vendors, and artwork.
- **Nearby Areas.** The presence or absence of complementary pedestrian spaces in adjacent and surrounding parcels, as well as nearby residential areas, should be considered when determining the appropriate location of an outdoor space and/or feature. Open spaces should be designed and sited to minimize any potential negative impact on adjoining properties, and used in a way that does not create disturbances.
- **Visibility.** Providing good public visibility of on-site outdoor amenities should serve to enhance the security of pedestrians. Accordingly, when a building will be adjacent to a pedestrian plaza, patio, mini-park, square or green, the building wall facing such outdoor amenity should contain at least one of the following elements:
 - A building entry
 - Windows facing onto the outdoor amenity
 - Arcades along the edges of the outdoor amenity
 - Outdoor seating areas
- **Lighting.** For safety, nighttime use, to highlight selected elements and comfort, in compliance with the Town Dark Skies Code.



III. Architecture

Introduction

These Guidelines establish standards for new or renovated commercial buildings that will embrace future design. The Guidelines are not intended to dictate building styles; rather they provide a guide that illustrates the Town's heritage and vision for its future.

These guidelines are intended to supplement, illustrate, and amplify various sections of the existing codes and plans which may set forth a unique identity or style of development for the subject areas.

Architectural Goals:

- Well-designed buildings that reinforce the Town's sense of place, and/or that of the surrounding area.
- Building designs that thoughtfully consider scale, form, orientation, height, setback, massing, materials, color, and architectural features.
- Buildings that present a 'front door' to the street and make a positive contribution to the streetscape.
- Buildings that are designed to address human scale, comfort, enjoyment, and safety of the users.
- Buildings that are designed as permanent, positive additions to the community, constructed of high quality, long lasting materials.
- Street corners that are treated as special places.
- Architecture that recognizes diversity of zoning districts and geographic areas.
- Sustainable design should be a key consideration in building design.

General Architectural Principles

Objectives

The purpose of these Guidelines is to encourage design that provides lasting value and cohesive architectural vocabulary characteristic of the designated District in which redevelopment and future development resides. Building design should be developed to a human scale through careful consideration of architectural forms, massing, detailing, number and use of materials, and color.

Design Guidelines

- **Design.** New buildings should be designed to fit the specific characteristics of their particular site and surrounding area. The architecture will be influenced by use of lasting materials, the specific needs of the intended users, the nature of the intended use, and other site-specific factors.
- **Human Scale.** Buildings and site elements should be designed and detailed to human scale. Many architectural elements can add scale to a building – recessed openings, divided pane windows, building mounted light fixtures, projecting rooflines, covered walkways, and similar features – provided they are designed as integral parts of the overall structure.
- **Freestanding Accessory Structures.** Where freestanding non-habitable structures are allowed (e.g., ATMs, storage units, recycling sheds, trash enclosures, utility buildings), they should meet the same design standards as the principal building(s) on the site. The design of freestanding structures should be coordinated with the principal building through repetition of architectural forms, materials, colors, and detailing.



Renovations & Additions

Objectives

Renovations or additions offer an opportunity to add visual interest to existing buildings, update aesthetics to current guidelines and to strengthen their relationship with the site and nearby structures. The Town expects high quality architectural and site design for all renovations and additions.

Design Guidelines

- **Materials.** Where the existing building currently meets the design guidelines, proposed renovations should be designed to respect the proportions and details of the original building. Where the existing building does not meet the design guidelines, the owner is strongly encouraged to upgrade the most visible portions of the entire structure.
- **Design.** Applications to the Town that involve renovations and additions to existing structures should show all improvements and how they incorporate the appropriate portions of these Guidelines.
- **Architectural Features.** Renovations should retain any distinctive architectural features, which should be incorporated into the addition where possible.
- **Addition Locations.** Efforts should be taken to provide building additions that provide a greater connection towards public roadways and help improve the pedestrian orientation of development.



Façade Design

Objectives

All buildings should present an inviting, human scale facade to the street, internal drives, parking areas, and surrounding neighborhoods. Entrances should be clearly visible from the street where appropriate and reinforced through site and architectural features.

Design Guidelines

- **Front Elevation.** The front facade (the facade facing streets) should be designed as the front of the building. The front elevation should contain a front door, and/or windows, and should incorporate human-scale detailing through the use of cornices, or other projections and details, structural or architectural bays, recessed windows or doors, material or material module changes, or color and/or texture differences so as to be easily recognized as the main access point. On corner lots, the main entrance should face the major street, or be located on the corner of the building. Building entrances should be visible from the street and provide unobstructed areas for pedestrians.
- **Side & Rear Elevations.** Similar materials and detailing, to a lesser extent, should be used on all facades to ensure continuity and design completeness and to give the building scale and visual interest.
- **Entrances.** Each building should have a clearly defined, highly visible customer entrance, which is visually obvious and should be emphasized through the use of such architectural treatments. Building entrances shall be located where a sidewalk exists to a roadway, and in the case of multi-tenant buildings, each separate space should have its own public entrance. The use of the following architectural elements is recommended to add scale to the building, provided that they are integral to the design:
 - Canopies and covered walkways or arcades
 - Arches
 - Differing colors
 - Overhanging rooflines to provide shelter for pedestrians
 - Recesses or projections in keeping with the scale of the building
 - Raised corniced parapets over entrances
 - Gables and dormers
 - Outdoor sitting or dining area
 - Display windows that are visible from the sidewalk
 - Architectural details such as moldings which are integrated into the building design
 - Other features which are designed to add scale and visual interest to the façade
- **Integration into the Design.** Architectural details should be an integral part of the design of the structure, and not merely appendages.
- **Blank Walls.** Facades should not extend for more than 40 horizontal feet in length without incorporating architectural features such as windows, cornices, porches, corners, projections, changes in color or graphical patterns, variety in texture or building materials or offsets. Projections used to break up the mass of the building should extend to the ground. Blank walls should not face roadways, residential areas, or other public viewpoints.
- **Site Design.** Signage, lighting, landscaping and other exterior elements should be designed to complement the facade, avoid visual or functional conflicts, maintain visibility, and create visual interest in ways that are compatible with the architectural character of the surrounding area.

- **Ground Floors.** The horizontal length of the façade of the ground floor of buildings facing public streets should include awnings, transparent display windows, entry awnings, or other similar pedestrian-friendly features, and weather protection elements should be complementary to the building's design. As an alternative, other architectural elements may be used to provide scale and visual interest to the front façade.
- **Shutters.** Where shutters are used, they should be sized to fit the openings and provided for all windows on a given wall.
- **Functional Elements.** All vents, downspouts, electrical conduits, service meters, HVAC equipment, service areas, loading docks, service connections, and other functional elements of the building should be treated as integral parts of the design. Meters, utility banks, HVAC equipment, and other exterior service elements should be contained in service closets, screened with walls or fences, or located out of view from the public. Building elevations should show the location and treatment of all functional elements. The designer is encouraged to locate as many of these functional elements as possible to the side or rear of the building.

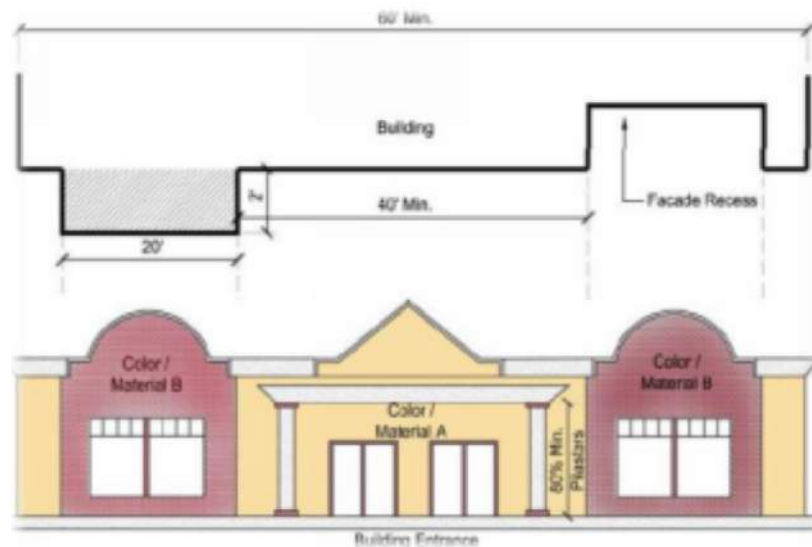


Illustration of how the façade offset may be applied

Building Materials

Objectives

Building materials and design details reflect a building's style and character.

Design Guidelines

- **Materials.** Buildings should be constructed of high-quality materials and the use of variety of materials is encouraged. Acceptable primary materials include brick, clapboards and shingles (wood, fiberglass, metal), and stone or simulated stone. Contemporary secondary or supporting materials with the same visual characteristics as traditional materials (e.g., cement plank clapboards) are acceptable if properly detailed with surface textures and trim at openings, corners, and changes in material and in context with the primary materials. Painted medium density overlay (MDO) plywood is acceptable when used as a secondary material in combination with traditional materials to give it scale. Long-term maintenance needs should be a consideration in the selection of all building materials.
- **Materials Discouraged.** Highly reflective or processed materials (e.g., sheet metal or plastic panels, brushed aluminum, bronzed glass), stucco or synthetic stucco, concrete block, T-111, untreated plywood, particle board, tilt-up concrete panels in general but these may be allowed in the High-Tech Business Park, are all discouraged as the primary facade material.
- **Colors.** Facade colors should be low reflectance. The use of high intensity, high reflectance, chrome, metallic, or fluorescent colors, or black is discouraged as the primary color.
- **Trim.** Where trim is used, it should be painted or stained to complement the building's primary color.

- **Detailing.** Arbitrary changes in materials or embellishments that are not in keeping with the rest of the building are discouraged.
- **EIFS (Exterior Insulation and Finish System).** EIFS is an exterior wall covering that insulates and provides weather protection in a selection of shapes, colors, and textures that can replicate almost any architectural style or finish material, or stand by itself as an architectural finish. In some instances, and with proper maintenance, EIFS may be an acceptable secondary material in building design.



Recommended color palette

Awnings & Canopies

Objectives

When properly installed and maintained, awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns, and visual interest. Where awnings are used, they should complement the design, materials, and color of the building.

Design Guidelines

- **Location.** Where awnings are used, both fixed or retractable, they should be an integral element of the architecture. Awnings should be located directly over windows or doors to provide protection from the elements, and maintained in working condition.
- **Materials.** Awnings and canopies should not be made of highly reflective materials. Their colors should complement the facade of the building.
- **Design Elements.** Graphics used on awnings for identification or advertising are discouraged. If used they should be designed as an integral part of the signage for the property, and be coordinated with other sign elements in terms of typeface, color, and spacing.



Awning act to bring down the scale of the facade

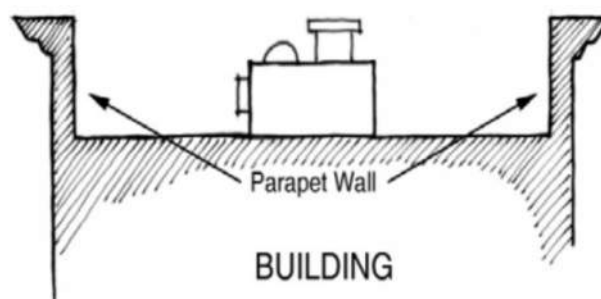
Roofs

Objectives

Rooflines can add visual interest to the streetscape and establish a sense of continuity between adjacent buildings. When used properly, rooflines can reduce the mass of large structures, emphasize entrances, and provide shade and shelter for the pedestrian.

Design Guidelines

- **Preferred Materials.** Composite asphalt shingles and standing-seam non-glare metal are preferred for visible roofing. High gloss roofing materials are prohibited.
- **Roof Colors.** Roofing materials should complement the color and texture of the building's facade. Roof colors should be muted earth tones or a color that is darker than the facade. Stripes and patterns on the roof are strongly discouraged.
- **Roof Pitch.** Prominent roofs should have a minimum pitch of 4/12 (ratio of rise to run), unless demonstrated to the Town's satisfaction that this is not practicable from an engineering or technical standpoint.
- **Rooflines.** Where appropriate, eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line.
- **Flat Roofs.** Flat roofs, though discouraged, are permitted except that where any non-architectural roofing materials (e.g. tar and paper) are utilized, such roofing shall be concealed with parapet walls that have 3-dimensional cornice treatments or similar screening methods. All roof-based equipment shall be located on the rear of elevations so as to have minimal visual impact from a public street or surrounding residential uses.
- **Roof-Mounted Equipment.** Mechanical, HVAC, and other equipment mounted on rooftops should be screened from public view or grouped in a location where visibility is limited. Screening for roof-mounted equipment should be designed as an integral part of the architecture to complement the building's mass and appearance.
- **Projections.** The use of cupolas, dormers, chimneys, and other roof projections is encouraged, provided they are designed as integral parts of the structure and do not appear to be floating or pasted on.



Roof mounted mechanical equipment can be effectively screened by roof structure (left). The image at the right illustrates what is hidden beyond a roofline.



Street Corners

Objectives

Buildings located on corners are particularly important because they help define the character of two streets. These high-visibility locations should be emphasized by quality architecture and site development.

Design Guidelines

- **Siting on Corner Lots.** A building on the corner of two public streets should be located as close to the intersection as allowed by the applicable codes. Minimal parking, vehicular travelways, or service areas should be located between the building and property lines along both streets.
- **Corner Buildings.** Buildings on corners should be articulated to add mass and visual prominence to the street corner.
- **Entrance.** The main entrance to the building may be located on the major street or on the corner and designed to be visible from both streets. The architectural treatment of the corner should emphasize its prominent position. This can be accomplished by greater massing, unique detailing, lighting, etc.
- **Focal Points.** Corner locations offer opportunities to create dynamic focal points in the streetscape. These can take the form of distinctive architectural elements, signs, sculpture, lighting, or landscaping. Where they are used, focal points should be visually related to the building as a whole, providing an accent without overwhelming it.



Linear Commercial Buildings

Objectives

Linear commercial buildings (e.g., strip shopping centers, multi-tenant offices, and commercial buildings) should be designed with facade and roofline elements that reduce their scale and add architectural interest.

Design Guidelines

- **Design.** Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) should be visually unified through the use of complementary architectural forms, similar materials and colors, consistent details, and coordinated signage. Variations in the front setbacks, especially those projecting towards the street, are strongly encouraged to add visual interest, and create spaces for common entries.
- **Scale.** Linear structures should include architectural elements designed to provide shelter, encourage pedestrian movement, and visually unite the building. These can include covered walkways, open colonnades, and similar features.
- **Entrances.** Pedestrian entrances to each building should be clearly delineated to convey a sense of individuality. This can be accomplished by architectural detailing, roofline breaks, landscaping, lighting, or a combination of these elements. Where covered walkways are used, they should extend the full length of the facade.
- **Roof Lines.** Variations in rooflines, detailing, and building heights should be included to break up the scale of connected linear buildings.
- **Focal Points.** Linear commercial buildings should include a focal point – such as raised entrance way, clock tower, or other architectural elements – to add visual interest, help reduce the scale of the building, and highlight the entrance.
- **Pedestrian Access.** Where a multi-tenant building greater than two hundred (200) feet wide separates two public areas, pedestrian access should be provided through the building(s). The pedestrian pass-through must stay open, regardless of whether businesses are open or closed.





Service Stations & Convenience Stores

Objectives

Service stations and convenience stores that sell gasoline should be designed with facade and roofline elements that reduce their scale and add architectural interest consistent with the design vocabulary of adjacent buildings within the design district.

Design Guidelines

- **Orientation.** Service stations and convenience stores should be sited to face the street.
- **Canopies.** Where canopies are used over gasoline pumps, they should be integrated into the design of the building. Canopies should complement the main structure through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs with fascia trim are preferred for canopies. Bands of bold color on the canopy and backlighting inside the canopy are discouraged. Consideration to sharing road frontage with the principal structure should be given, depending on location, as has been done in Waunakee along Century Avenue between Woodland Drive and Water Wheel Drive.
- **Pedestrian Circulation.** Connections to the public sidewalk should be included in the site plan to encourage pedestrian use. Access routes leading to or from service stations and convenience stores should minimize conflicts with pedestrian circulation.



Drive-Throughs

Objectives

Drive-throughs (for restaurants, pharmacies, banks, and similar uses) should be subordinate to the design of the main building. Drive-throughs require careful consideration of architectural design and circulation planning to integrate them into the streetscape.

Design Guidelines

- **Drive-Throughs.** Where drive-throughs are allowed, they should be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments. Drive-through operations and other automobile-oriented facilities should be designed with facade and roofline elements through roof pitch, architectural detailing, materials, and color, which reduce their scale and add architectural interest. Bands of bold color on the canopy and backlighting inside the canopy are discouraged.
- **Location.** Drive-throughs should be located at the side or rear of the building and avoid facing public or private roadways. Where drive-throughs are located at the rear, consideration should be given to making the site as visible as possible to ensure the safety of the patrons.



Drive-throughs designed as an integral part of the building. Repeats rooflines, forms and materials used in the main building



Multi Story / “Big Box” Buildings (Significant Enterprises Or Anchor Store)

Objectives

Large scale multi story or “big box” buildings that are typically built of masonry or concrete block materials should include architectural variations and details that provide variety in materials, forms and colors.

Architectural design should add to community character, while providing flexibility to avoid rigid uniformity of design. All elements including the scale and mass of buildings, materials, colors, roof styles, door and window openings, and details should promote a cohesive design aesthetic. Building masses should respond to a human scale with materials and details that provide visual interest at the street and sidewalk level. Buildings should be reduced in apparent mass or articulated to avoid large monolithic shapes.

All buildings need to comply with size regulations and applicable codes. Such structures are generally discouraged due to scale in these Districts, however if designed properly and to an acceptable scale, these may be considered.

Design Guidelines

- **Materials.** Buildings should be constructed of high quality materials that relate to the color, form, and texture of the proposed structure as well as nearby structures.
- **Building Mass, Forms, and Pedestrian Scale.** Variations in facade elements should reduce perceived mass and scale. Variations in color, materials, and/or texture, and a facade composition that uses rhythms and patterns of windows, columns, and other architectural features are encouraged. Buildings should have features and patterns that provide visual interest at the scale of the pedestrian, which reduces apparent mass and that relate to local architectural character.



- **Design Elements.** Moldings and trim should be incorporated into the façade. Building entrances shall contrast with the surrounding wall planes by changing materials and color from the primary façade. Any wall along a street or other area with public should incorporate significant architectural treatments and features to diminish the building mass.
- **Roof Lines and Roof Elements.** Roofs should contribute to the unified appearance of each development and should be considered as seen from ground level, other adjacent buildings and public roadways. Roof lines include the main building as well as entrances, arcades, and porches. Avoid roof/parapet lines running in continuous planes absent variations in height, vertical planes (jogs), or materials. All mechanical, and electronic equipment attached to or mounted on the building roof should be set back from the edge of roof and screened from public view. Screening material should be compatible with materials and colors.



IV. Landscape

Introduction

Landscaping should be an integral part of all site plan developments. Trees, shrubs, and other landscape elements can be used to accentuate buildings, create a sense of identity, reduce the amount of impervious surfaces, and provide human scale. Applicants should carefully evaluate the physical characteristics of each site and their own maintenance abilities when making the final selection to ensure that the plantings will survive and achieve maturity in their selected locations.

These Guidelines are intended to supplement, illustrate, and amplify the existing landscaping standards and the landscaping criteria outlined in the Westport regulations.

Landscaping Goals:

- Incorporate appropriate plantings that are in scale with their surroundings.
- Separate roadways from commercial development by attractive landscape planter strips.
- Incorporate plantings in parking lots to add aesthetic value, reduce their scale, provide canopy shade, reduce radiant heat from the surface, reduce headlight glare, and add seasonal interest.
- Preserve mature trees and other significant landscape features which help define the character of the community.
- Provide screening for less attractive parts of a site or incompatible land uses.
- Help define areas where pedestrians are safely separated from a road or drive pattern.
- Reinforce wayfinding by emphasizing entrances and circulation patterns.



General Landscape Principles

Objectives

Development in Westport Town should be characterized by a rich variety of native landscape materials that enhance human scale, complement the architecture, reinforce circulation paths, highlight entrances, provide canopy shade, and add seasonal interest.

Design Guidelines

- **Plans.** Landscape Plans should be prepared by a landscape architect registered in Wisconsin, or other qualified professional familiar with local growing conditions.
- **Coordination with Site Features.** The landscape plan should show all utilities, signage, lighting, pedestrian circulation, and other site features that may influence the selection or location of plantings. The plan should be designed to avoid conflicts (both at the time of planting and in the future) between plantings and other site elements.
- **Safety.** The selection of plant materials should consider public health so they will not create unsafe conditions, interfere with utilities or block sight lines for pedestrians, bicyclists, or motorists.
- **Rocks.** Large rocks should be used very sparingly as landscape elements and only as accents in mass plantings. Rocks should not be used as substitutions for shrubs. Where used, they should be buried by a third to half of their depth.
- **Variety.** Plant materials should exhibit some seasonal color and interesting texture to create a distinctive, yet low maintenance environment. Landscape plans should strike a balance between monoculture (the use of a single species) and excessive variety.
- **Irrigation.** Underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. It should be designed to prevent overflow or flooding onto walkways or parking lots.
- **Invasive Plants.** Invasive plants and plants not naturally occurring should not be utilized. Plantings should be confirmed with Dane County Parks of the DNR for consistency with its prairie plantings. These plants include trees, bushes, shrubbery and other ground plantings, including the eliminations of plants such as buckthorn and honeysuckle.

Tree Protection

Objectives

Mature trees along roadways in the Town and nearby areas are an important element of community character that also reflects the Town's preservation initiatives. They provide significant shade, year-round visual interest, and comfort to residents. Where practical, existing mature specimen trees should be preserved during development. Preserving large existing trees within the planting strip will decrease the number of new trees required. Plans should be written by a certified arborist or landscape architect to comply with the Town Tree Protection Code.

Design Guidelines

- **Existing Trees/Plants.** The preservation of existing or unique trees or other significant plantings should be considered during the initial site inventory and development of the sketch plan. Transplanting and reusing trees and other plantings is strongly encouraged.
- **Tree Protection.** The landscape plan should show how existing trees and vegetation will be protected during construction. As a general rule, no construction activity should be allowed within the drip line (outer edge of the tree canopy). This includes grading, compaction, utility installation, stockpiling of construction material, or movement of vehicles.
- **Temporary Measures.** Barricades in the form of snow fencing or similar materials should be installed during construction to protect trees and their root zones.
- **Grade Changes.** Grading within the drip line should be avoided since it may cause irreparable damage to the root system and cause the tree to die.
- **Tree Walls/Wells.** Where grading is required near trees to be preserved, properly designed tree wells or walls may be used to ensure the long-term health of the tree.



Planting Strips

Objectives

Commercial development should be separated from the adjacent roads by landscaped planting strips. These areas should be designed to screen parking areas, separate land uses, and visually unify the Town's business districts.

Design Guidelines

- **Ground Covers.** Appropriate groundcover includes turf grass, ornamental grasses, perennials, low-growing evergreens and flowering shrubs. Planting other than turf grass should be spaced close enough to achieve full coverage within 3 years after installation.
- **Plant Masses.** Shrubs, perennials, annuals, and ornamental grasses used in planter strips should be installed in masses or 'drifts' that emphasize colors, forms, and textures.
- **Street Side Trees.** The required trees within planter strips may be installed in a linear fashion or informal groupings. Linear plantings may be appropriate along roadways to create a boulevard effect, using large spreading deciduous trees to define the edge of the travelway, provide shade and add scale, a sense of place, and orientation to commercial corridors. Roadside Plantings. Trees and other landscaping planted at intersections should preserve a clear area for sight lines to roadways and businesses.
- **Parking Lots.** Parking areas should be separated from the street by plantings, earth berms, walls, and/or other landscape elements to minimize headlight glare and the view of vehicles, while still allowing the public to see the building.



Parking Lot Landscaping

Objectives

Landscaping in parking lots can be used to improve their appearance, reduce the scale and amount of paved areas, define edges, provide shade, reduce headlight glare, and add seasonal interest.

Design Guidelines

- **Trees in Parking Lots.** The interior area of any parking lot should be landscaped, with planting requirements set forth in applicable codes. The development plan should incorporate landscaped islands as a means of creating an attractive character; establish a sense of place, and to increase the value and marketability of the development.
- **Location of Trees.** Trees should be planted a minimum of three feet (3') from the end of parking lot islands.
- **Safety.** Trees in parking lots or those that abut walkways should be pruned above the paved surface to avoid becoming an obstacle. Shrubs and ornamental plantings in parking lot islands should not block visibility.



- **Entryways.** The design of entryways should provide for a substantial landscape treatment. A variety of plant materials should be used to establish an attractive landscape with year-round color and texture. In addition, other elements such as earth berms, decorative walls, low fencing, landscape lighting, sculptural elements, paving, water feature, and signage may be utilized based on an effective design and these themes should be carried through the development.



Tree Selection & Planting

Objectives

Trees are used throughout the Town, including those planted within the right of way, near buildings, and in parking lots. Trees should be sited to achieve full maturity and display their natural form, and according to applicable codes.

Design Guidelines

- **Suitability.** Trees should be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material should be suitable to the Town's growing conditions.
- **Planting Locations.** Trees should be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks.
- **Pedestrian Movement.** The lower branches of trees planted near pathways and sidewalks should minimize interference with pedestrian movement throughout the year.



Trees, shrubs and perennial ground cover used to create a highly unified, inviting streetscape

Shrubs & Ornamental Planting

Objectives

A variety of shrubs and ornamental plantings should be used throughout the development to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes, and in accordance with applicable codes.

Design Guidelines

- **Variety in Plantings.** The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other plant material is highly recommended, in addition to street trees, evergreen trees, and ornamental trees.
- **Selection.** The selection of plantings should consider ultimate height and spread, maintenance, pest and disease tolerance, and their nuisance potential (severe thorns, excessive leaf litter, etc.)
- **Foundation & Wall Plantings.** Planting beds are recommended along exposed building edges, foundations and uninterrupted walls. Plantings should be installed a minimum of 18 inches from the wall to allow proper root zone development. Plantings should provide either a formal pattern or a naturalistic blend of heights, colors, and species.



Small areas of accent plantings can add color, texture and visual interest to the landscape.

Landscape Maintenance

Objectives

Landscape plans should anticipate 3-8 years for shrubs to achieve maturity, and 15-20+ years for trees. Proper maintenance should be provided to assure that the landscaping achieves its proper form and full height. Maintenance of all landscape elements should be considered in the development of the Site Plan.

Design Guidelines

- **Replacement Planting.** If plant materials specified, including grass areas, do not survive or are damaged, they should be timely replaced in accordance with the approved planting plan and to provide the necessary landscape effect.
- **Low Maintenance Materials.** The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged.



V. Lighting



Introduction

Outdoor lighting directly impacts the visual appearance of the Town, as well as the Town's safety and security. The following lighting guidelines are designed to help balance the need for visibility and safety and enhance the visual quality of the Town, while respecting the privacy of abutting residential properties.

Lighting in commercial developments is a major determinant of night time activity. It should create a sense of safety, particularly for pedestrians, and should emphasize key features of the site. At the same time, it needs to balance the lighting needs of the different uses on the site and reinforce a unified image and identity for the project.

Lighting plans should consider illumination levels and fixtures that accommodate safety and visibility needs, but are also respectful of neighbors and are compatible with nearby development. Light levels should comply with the Town of Westport's Exterior Lighting Ordinance (Chapter 7 - The Westport Exterior Lighting Code) or other applicable rules, and not exceed the Illuminating Engineering Society of North America (IESNA) recommended minimum standards. These Guidelines are intended to supplement, illustrate, and amplify such provisions.

Lighting Goals:

- Provide appropriate levels of lighting to ensure visibility and safety in both pedestrian and vehicular areas while avoiding over-illumination.
- Promote wise energy consumption.
- Help to unify the quality of the visual environment through the selection of attractive, appropriately scaled fixtures.
- Avoid light fixtures or mountings that can cause distractions or hazards to motorists or pedestrians.
- Eliminate reflected light from parking lots and large commercial users that contribute to skyglow.
- Eliminate intrusions onto abutting properties, especially residential uses.
- Enhance noteworthy features such as monuments, sculpture, or architectural elements.

General Lighting Principles

Objectives

Exterior lighting should be designed to provide the minimum level of illumination necessary for security, safety, and visual appeal for both pedestrians and vehicles, while meeting Dark Sky rules. Lighting should allow activity after sunset without adding to unnecessary skyglow. Functional, aesthetic, and safety goals should be met with fixtures that are designed as integral site elements.

Design Guidelines

- **Lighting Plan.** Lighting plans required for development plan review should be presented with the application to enable staff, the plan commissions, to properly understand and review the lighting design.
- **Pole and Fixture Design.** The location and design of lighting should complement adjacent buildings, pedestrian amenities, and site elements. Poles and fixtures should be proportionate to the buildings and spaces they illuminate.
- **Mounting Heights.** Light fixtures should be mounted at the lowest level allowing compliance with IESNA practices and applicable local codes.
- **Safety and Energy Conservation.** Illumination levels should not exceed the minimums to provide safe conditions as currently defined by the IESNA.



- **Safety Considerations.** The design and placement of plantings, buffers, screen walls, fencing, and other landscape elements should be coordinated with the lighting plan to eliminate dark spots and potential hiding places.
- **Feature Lighting.** Unique building or landscape features may be highlighted if the lighting does not create glare or distraction.
- **Light Pollution.** Lighting should not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways.
- **Energy Saving Devices.** Wherever practicable, lighting design should include the installation of timers, photo sensors, and other energy saving devices to reduce the overall energy required for the development and eliminate unnecessary lighting. It is generally desired the lighting not be used from 10 p.m. to 5 a.m. unless necessary for safety, or the Town determines lighting can be used during these times as part of a positive design parameter.



Driveways, Parking Lots, Outdoor Sales & Service Areas

Objectives

Proposed lighting for driveways, parking lots, and outdoor sales and service areas should be designed to provide the minimum lighting necessary for traffic and pedestrian safety. Lighting should not cause glare or avoidable spillover onto adjacent properties. Poles and fixtures should be proportional in size to the roadways they are illuminating.

Design Guidelines

- **Illumination.** Driveway lighting should be designed to illuminate the roadway and sidewalk, with a concentration on roadways. Light fixtures should be selected and aimed to prevent glare and spillage onto abutting properties.
- **Design.** The design and color of fixtures (poles and luminaries) used along driveways should complement the architecture, landscaping, and street furnishings of the site to be developed or redeveloped in terms of color, form, and style.
- **Layout.** The alignment and spacing of fixtures in parking lots should follow a regular pattern that is coordinated with the orientation of buildings and other site elements.
- **Location.** Light poles should be incorporated within raised planting areas wherever possible to avoid damage from vehicles and plows.
- **Coordination with Planting Plan.** The lighting plan should be coordinated with the landscape plan to avoid obstructions from large trees, dark spots from shadows, or other conflicts as plantings mature.



Pedestrian Spaces

Objectives

The lighting of pedestrian spaces should consider users' needs and safety. Light standards should adequately, but not excessively, illuminate not only the space occupied by people, but also the elements within those spaces such as stairs, walls, benches, curbs, and landscaping. Light fixtures should be oriented to pedestrian circulation so that pedestrian ways are emphasized and safety is enhanced. Generally, the Town's Dark Skies Code calls for fully shielded and full cut off lighting.

Design Guidelines

- **Heights.** Mounting heights for pedestrian lighting should be appropriate for the project and the setting. Light bollard fixtures, 3-4 feet in height, and ornamental fixtures, up to 12 feet in height, are encouraged as pedestrian area lighting.
- **Luminaries.** Lamps should be high efficiency, housed in a luminaire that is classified by IESNA as a cutoff fixture. LED fixtures are preferred. In general, illumination should not exceed 100 watts.
- **Decorative.** Ornamental and decorative lighting should be used to highlight significant design elements (e.g., gateways, plazas, major building entrances).
- **Scale.** Pedestrian circulation is encouraged and therefore pedestrian-oriented lighting is encouraged. Pedestrian area lighting should emphasize the location of pedestrian ways and be in character with the architectural and landscape design of the development.
- **Number of Fixtures.** For pedestrian circulation areas the use of a greater number of low fixtures is preferred over fewer taller fixtures. In either case, the layout should avoid major dark spots between fixtures.



Building Facades & Landscape Lighting

Objectives

Facade lighting is a way of highlighting special architectural features and attractively landscaped areas, while adding depth and variety to developments at night. Lighting used to illuminate building facades and landscaping should be limited to areas where it enhances particular features in accordance with the overall lighting plan and does not disturb surrounding residential areas.

Design Guidelines

- **Location.** Lighting fixtures should be properly sited, aimed, and shielded so that light is directed only onto the building facade. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties.
- **Mounting Heights.** The maximum light fixture height for building-mounted light fixtures should be 15 feet on the facades facing public streets (the front lot line) and 20 feet on all other facades.
- **Wall-Mounted Fixtures.** Facade-mounted lighting fixtures should include full face shielding: either solid panel or louvers that direct the light upward or downward.



Service Stations, Convenience Stores, Service Areas & Canopy Lighting

Objectives

Lit canopies, architectural features, or devices used to illuminate gas stations, convenience stores, and drive-through elements of a building should facilitate the activities taking place in such locations without creating glare onto adjacent properties or roadways.

Design Guidelines

- **Canopy Luminaries.** Canopy-mounted light fixtures must comply with the Town Exterior Lighting Ordinance so motorists cannot see the source of light. Drop fixtures are not permitted.
- **Fascia.** Lights should not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies should not be illuminated. Internal calm sign lighting has been allowed in the past as illustrated below.
- **Service Areas.** Fully shielded lighting fixtures should be used in all parking areas, in service and delivery areas.



VI. Signage

Introduction

Signs play a central role in providing information and wayfinding. They inform motorists, bicyclists, and pedestrians, while having a direct effect on the overall appearance of the roadway.

These Guidelines are intended to supplement, illustrate and amplify the applicable sign code provisions. Other elements are found in adopted plans for the Town. The Town Plan Commission is the decision maker on these items under the Town's Design Review Code, unless appealed to the Town Board.

Landscaping Goals:

- Provide basic, legible information with attractive, highly legible signage.
- Create distinctive signage that is compatible with quality architecture and site design.
- Reduce visual clutter along roadways in the Town.
- Protect the investment of commercial interests throughout the Town by establishing a quality benchmark for future signage.
- Promote safety and wayfinding by ensuring adequate display of building/business address number.



Reasonable and proportionately sized free standing/monument signs are encouraged to reflect the architecture and building materials used in the primary structure.

General Sign Principles

Objectives

Commercial establishments should be identified by attractive, legible signs that serve the needs of the individual business, complement the site and the architecture, and are legible to both the motorist and pedestrian.

Design Guidelines

- **Signage Plan.** Information on the location and design of signs should be submitted as part of the application. The applicant should resubmit the plan to the planning staff for review, if the building's tenant is unknown at the time of application.
- **Compatibility.** Signs should be designed to achieve a high level of visual compatibility with the building(s) and surroundings through the use of similar detailing, form, color, lighting, and materials.
- **Design.** The shape of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs should be reasonably sized, proportioned, and detailed to complement the building.
- **Lettering Size.** In general, the minimum lettering size for identification signs should be six inches in height. Smaller letters are generally unreadable at high speeds and may require motorists to slow down to read them, potentially causing safety hazards.
- **Advertising Features.** Objects other than signs designed primarily to attract public attention are discouraged because they distract motorists and contribute to visual clutter. These include greater-than-life size models of food or other products, replicas of spokes-people associated with commercial products and rows of flags and banners.
- **Materials.** The composition of signs shall be made of durable materials that reflect those used on the principal structure. The use of painted plywood shall be discouraged.
- **Messages.** Signs used to identify businesses should be kept simple and direct in message and content and convey only the most essential information about the business.

Freestanding Signage

Objectives

Signage that is not affixed to a facade shall be designed to complement the design of the building and in concert with the signage pattern and character of public and private development.

Design Guidelines

- **Height.** Signage is encouraged to be erected at lower heights, consistent with the lowest heights for related roadway speeds under applicable codes, maintaining clearance above landscaping and parked automobiles, and below power lines and mature trees, if applicable. Sign heights are desired to be no taller than is reasonably required for proper legibility given angles of approach, speed of approach, and conveyance of required information.
- **Signage Support Structures.** The use of ground mounted signs is preferred and expected (as opposed to pole signs). Support structure for such signs shall be of materials that are compatible with the sign and surrounding site, preferably constructed with a permanent base of natural stone or brick.
- **Readerboards.** Where readerboards are part of a permanent sign, they should contain no more than three lines of text. Lettering height should be a maximum of 6". The readerboard should be fully integrated into the overall sign design by virtue of its form, scale, color, and detailing. Due to driving distractions caused by these boards, their use is discouraged.
- **Appropriate Landscaping.** Landscaping plans in compliance with appropriate codes shall be utilized.
- **Placement.** Signs shall be placed so they do not interfere with established landscaping, parked automobiles, power lines or mature trees, and placed to allow ease of viewing by adjacent traffic with highest regard to safety. Raising the height of signs artificially with a berm or similar structure shall not be allowed.



Highly visible characterized by simplicity in materials with prominent display of the building address for motorists, and use materials that match the primary structure.

Building-Mounted Signs

Objectives

Building-mounted signs used to identify commercial properties should be integrated into the design of the building.

Design Guidelines

- **Design.** Facade-mounted signs should be designed as an integral element of the architecture. The shape and materials of the sign should complement the architectural features on the building.
- **Location.** Signs should not be mounted in locations that obscure architectural details on the building. Signage should be mounted on vertical surfaces without projecting above the fascia trim.
- **Signage Placement.** Signage on awnings, windows, and other facade elements shall be designed to complement and be consistent with the building architecture.



These signs are well integrated into the architecture, using only essential information about the tenant

Multi Tenant Properties

Objectives

Multi-tenant commercial properties should provide legible, attractive signs that help people identify the property without contributing to sign clutter. Entrance signs should stress the identity of the place and de-emphasize individual tenants that occupy it.

Design Guidelines

- **Hierarchy of Signs.** A hierarchy of signage should be established to facilitate wayfinding and minimize site clutter. Multi-tenant properties on major roadways should be identified by a simple identification sign in a highly visible location.
- **Identification Signs.** Multi-tenant buildings or multi-building sites should have one identification sign conveying an overall identity for the property. This sign should be located near the main entrance to reinforce circulation patterns and minimize visual clutter. Identification signs that also list multiple tenants should exhibit a logical hierarchy in the display of information (i.e., address, name of building/development, primary tenant, other tenants).
- **Informational & Directional Signs.** Entryway, informational and directional signs should conform to the applicable ordinances, and they should be an integral design element of the development's character and architecture.
- **Compatibility.** The design of multi-tenant signs should be coordinated with the design of the principal building (s) in terms of color, materials, detailing, and style.



This retail center is identified by a single sign at the entrance; names of the tenants are primarily found on the building facades. The result is less clutter on the road.



This sign is not recommended for use. It is too tall and contains too much small information.

- **No Separate Monument Signs.** Separate monument signs for individual businesses in a multi-tenant property shall not be allowed. Wall mount signs shall be allowed.
- **Color Consistency.** Multi-tenant signs should conform to a simple color and graphic palette in order to minimize the confusion and clutter of the sign. In general, multi-tenant signs should have no more than three colors.



A multi-tenant sign with clean hierarchy of information. Individual tenants are listed in large print for legibility

Externally-Lit Signs

Objectives

Lighting for externally-lit signs should be designed as an integral part of the sign design. Lighting must not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb the surrounding residential areas or contribute to light pollution. Externally lit signs are not a preferred option and should generally be discouraged.

Design Guidelines

- **Light Level.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.
- **Lighting.** Lighting fixtures should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights should not be aimed toward adjacent streets, sidewalks, or abutting properties. Ground-mounted lighting should be screened or partially buried to minimize the view of the light source.
- **Design.** Light fixtures and mounting devices should be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.



Internally-Lit Signs

Objectives

Internally-lit signs should not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb surrounding residential areas or contribute to light pollution.

Design Guidelines

- **Design.** Internally-lit signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light emanating from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally lit.
- **Intensity.** Internally-lit signs should not act as light fixtures or cause glare on nearby pathways or roadways.
- **Maintenance.** Signs should be located where they can be easily maintained. Non-functioning bulbs should be replaced immediately.



Effective use of individually-lit letters to create a simple identity for a commercial establishment

Conclusion

This document is to provide a guide for commercial property developers when planning in Westport. Care must be given to integrate design and use into the Town's history and infrastructure. Following the various specifics and suggestions provided here will allow those seeking to locate and develop in the Town the success they are seeking, and still allow the Town to keep its Wisconsin rural hometown feel.

Appendix A

Zoning And Planning Authorities

1. Village of Waunakee and Town of Westport Joint Comprehensive Plan (Including CORP), January 2017
2. City of Middleton/Town of Westport ETZ Area Comprehensive Plan (See 1, above)
3. Village of Waunakee Zoning and Land Division Codes
4. City of Middleton Zoning and Land Division Codes
5. Town of Westport Land Division Code (Title 10, Chapter 2)
6. Town of Westport Building Code, including Design Review Code (Title 10, Chapter 1)
7. Town of Westport Zoning Code (Title 10, Chapter 9)
8. Various Town of Westport Land Use Regulations
 - a. Title 10, Chapter 4, Erosion and Stormwater Runoff Control
 - b. Title 10, Chapter 5, Minimum Housing Code
 - c. Title 10, Chapter 6, Commercial Exterior Maintenance
 - d. Title 10, Chapter 7, Historic Preservation Code
 - e. Title 10, Chapter 8, Forestry Management
9. Town of Westport “Dark Skies” Code (Title 9, Chapter 7, Exterior Lighting)
10. Town Public Utilities Regulations (Title 5, Chapters 1-7)
11. Town Public Works Regulations (Title 4, Chapter 1-5)
12. Dane County Farmland Preservation Plan
13. Dane County Highway Use Regulations
14. Various State Statutes
 - a. Zoning Regulations, Various Sections of Chapters 60, 61, 62 and 66
 - b. Land Division Regulations, Chapter 236

Appendix B

High-Tech Business Park District Architecture and Site Examples

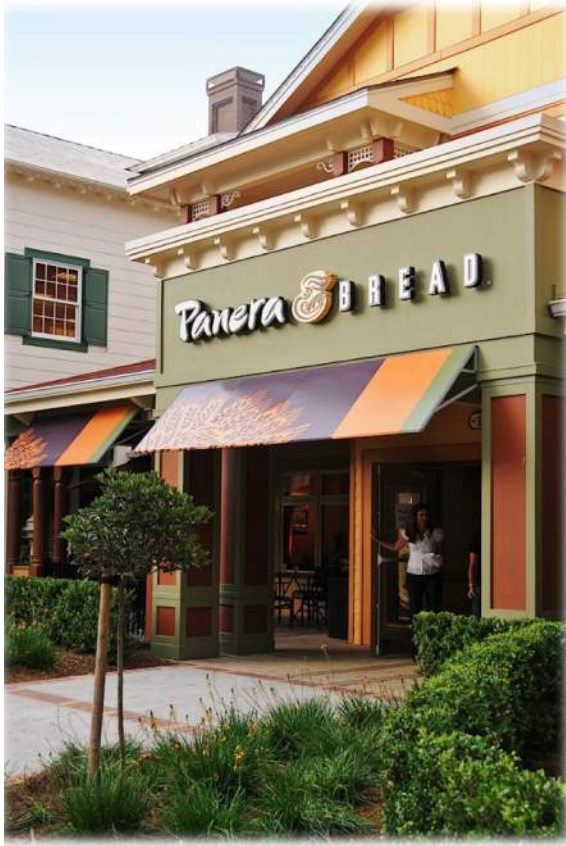




Appendix C

Town Center District Architecture and Site Examples





Appendix D

Westport Commons District Architecture and Site Examples

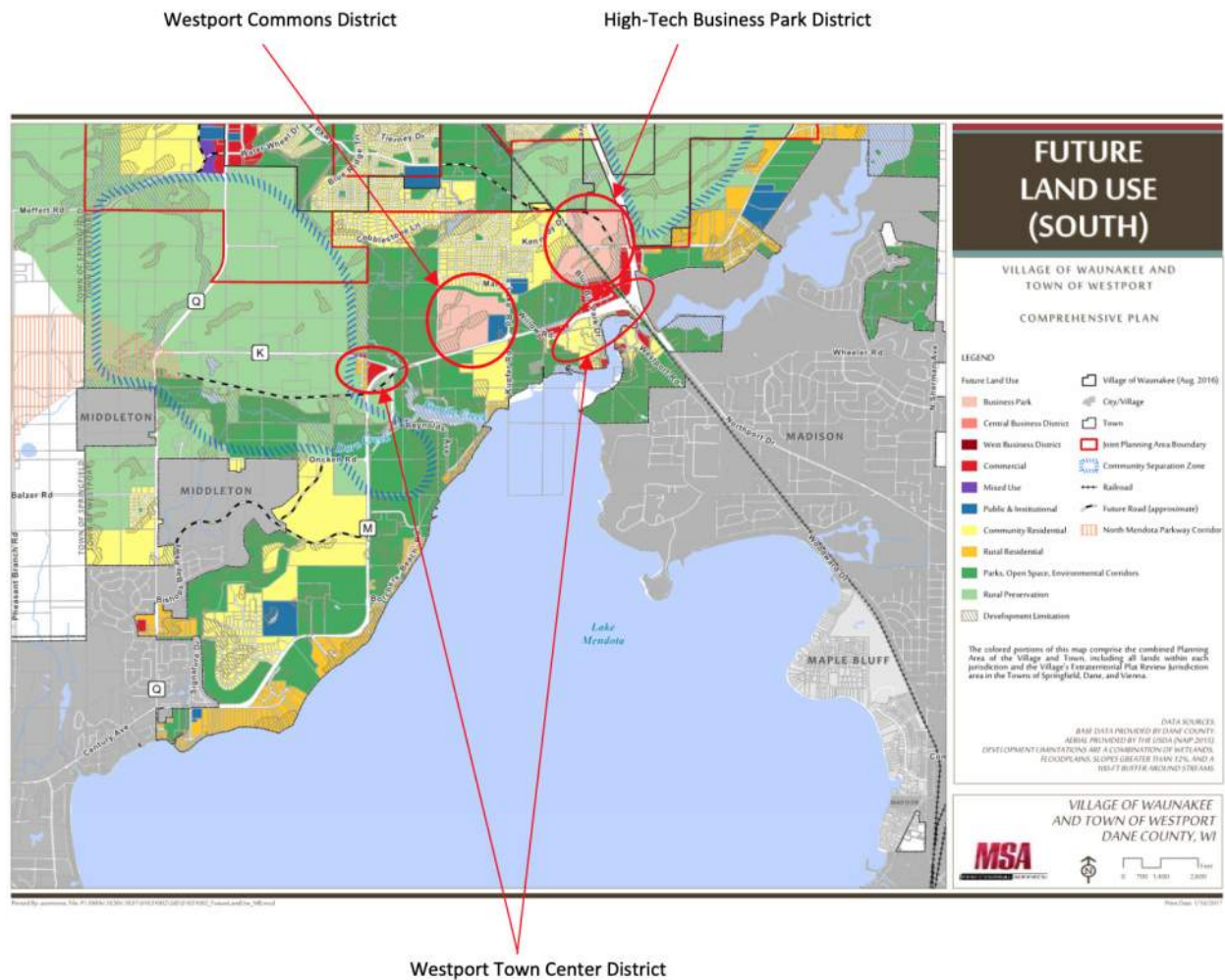




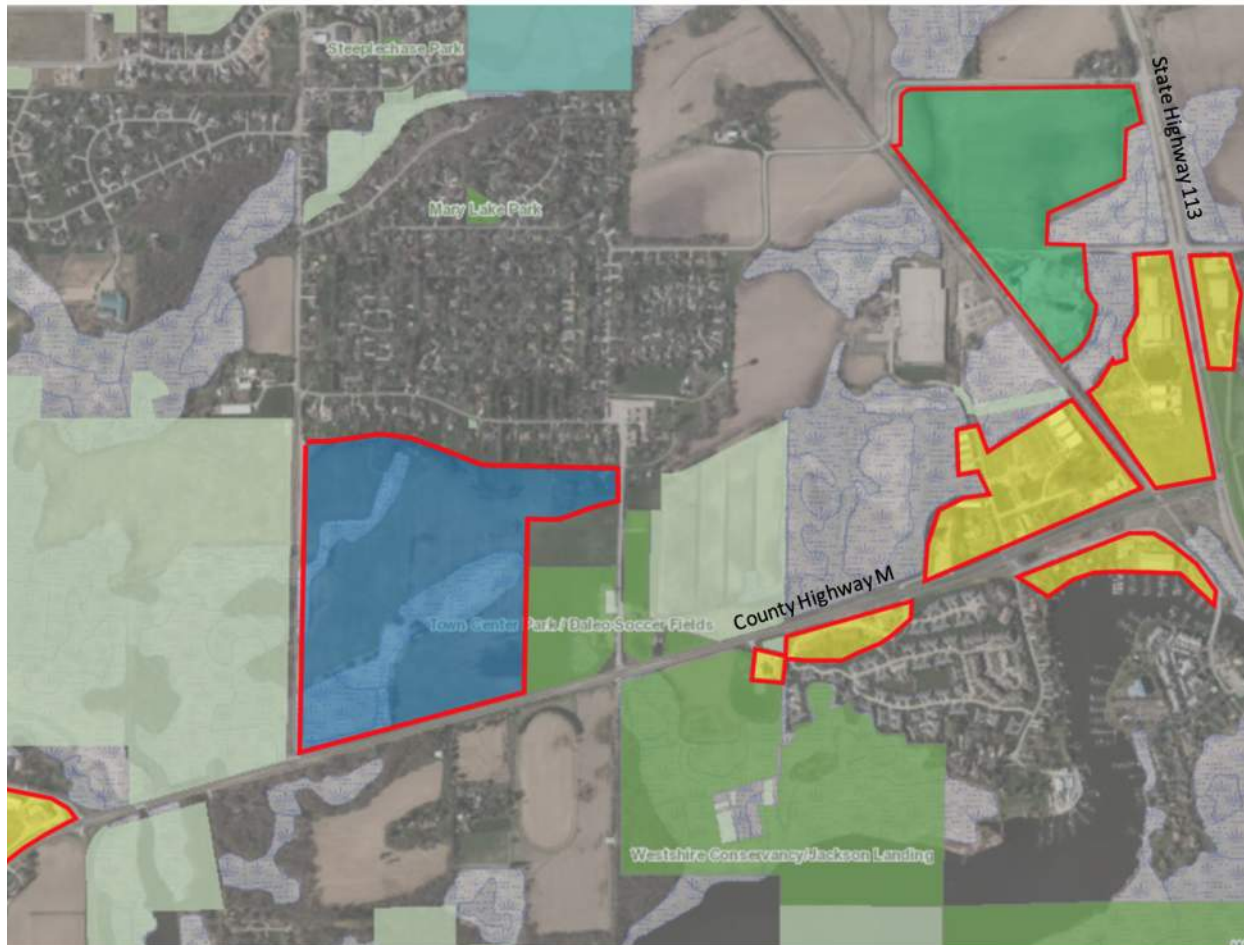




Map 1 – Comprehensive Plan Map Of Relevant Area



Map 2 – Aerial View Of Design Districts



Town of Westport
District Boundary Map

-  High-Tech Business Park
-  Westport Town Center
-  Westport Commons