

APPENDIX B: DESIGN GUIDELINES

Design guidelines are a set of standards that are intended to protect and enhance the appearance and function of properties. They create a sense of order and consistency between development projects by providing a general site and building design framework that ensures a basic level of corridor uniformity while allowing for flexibility and creativity. These guidelines address setbacks, signage, lighting, parking, service areas, building height, building entrance features, building massing and articulation, commercial ground floor transparency, roof expression and design, building materials, and building colors.

All new commercial and multifamily development within the University Avenue Corridor should conform to the following standards:

FRONT YARD SETBACK STANDARDS

Intent

- To establish and preserve urban character.
- To encourage pedestrian activity by activating the areas between buildings and the road.

Guidelines

Primary commercial buildings and multi-family dwellings shall be setback from the edge of the street a minimum of 25 feet and a maximum of 50 feet.

SIGNAGE

Intent

To promote attractive signage that complements the architectural character of the building and the corridor.

Guidelines

Signage shall conform to the signage standards adopted by the City of Middleton.

LIGHTING

Intent

- To promote effective and attractive exterior lighting that reduces glare and light pollution.
- To reduce the energy consumption of lighting fixtures.

Guidelines

1. Exterior lighting should be designed to complement the character of the building.
2. It is preferred that exterior lighting utilizes energy efficient lighting.
3. Exterior lighting shall comply with all applicable lighting ordinances as adopted by the City of Middleton.

PARKING

Parking lots shall conform to the City's Off-Street Parking Areas Specifications and Standards and also to the following guidelines.

Intent

- To provide parking lots that are safe for drivers and pedestrians
- To establish a consistent aesthetic quality of parking lots
- To minimize the amount of parking required to meet parking needs
- To minimize the impact of parking lots on the natural water cycle and the environment

Guidelines

1. Shared parking lots are encouraged in situations where there are adjacent or nearby uses with differing peak hours. Adjustments to parking requirements may be possible when sharing parking lots to reduce the amount of parking that is required - see the City's Off -Street Parking Areas Specifications and Standards.
2. Side and rear parking is encouraged, and on-site parking in front of the building is discouraged. Front yard parking shall be limited to no more than one single loaded parking aisle, no more than 50 percent of the building face, and shall only be allowed in circumstances where the applicant can demonstrate that parking requirements cannot adequately be met without siting parking in the front of the building. If parking is located on the side or rear, a street side entrance to the building should be provided to accommodate foot traffic.
3. Walkways shall be provided to connect the building entrance to the public sidewalk. Walkways shall be clearly identified, either with different paving materials such as brick or colored concrete (preferred) or with painted crosswalk striping, when they cross parking areas or driving lanes.
4. Bicycle parking shall be provided for all new commercial buildings or multi-family dwellings. Bike racks shall be easily accessible for and individual with a bike, and shall be designed to allow the use of a U-shaped lock that secures the frame to the rack. The number of bicycle parking spaces shall be determined by the following standards:
 - a. Minimum for all structures - 2 spaces
 - b. Multi-family dwellings - 1 per dwelling unit
 - c. Hotels/lodging houses - 1 per 20 employees
 - d. All other uses - 1 per 10 auto spaces
5. It is recommended that whenever large parking areas are required, the surface of the lot utilizes permeable pavers, pervious asphalt, or other pervious materials.
6. Commercial buildings and multi-family dwellings shall have a minimum of one building entrance along the building façade facing the street. If the building faces onto multiple streets, the primary entrance should face University Avenue.

SERVICE AREAS

Intent

To improve and maintain the appearance of the University Avenue area.

Guidelines

1. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.), and rooftop mechanical equipment shall be located or screened so that they are not visible from a public street or adjacent properties. Electrical service boxes are excluded from this requirement but are encouraged to be screened as much as possible.
2. Screening should be compatible with building architecture and other site features.
3. Placement of service boxes should be located away from the pedestrian zone. Preferred locations are in the rear yard, in the side yard setback twenty (20) feet from the front building plane, or in the front yard beyond the minimum front yard setback standards.
4. If service boxes are located where they are visible from the public right-of-way, it is preferred that property owners work with the City of Middleton Arts Committee to have the boxes painted consistent with public arts initiatives across the city.

BUILDING HEIGHT

Intent

To establish standards for urban development intensity and character.

Guidelines

1. Minimum height of two (2) stories.
2. Buildings with a height taller than three (3) stories directly adjacent to single-family properties must be stepped back down towards the single-family properties.
3. Buildings shall conform to the height restrictions as adopted by the City of Middleton.

BUILDING ENTRANCE FEATURES

Intent

To provide shelter at building entrances and to clearly identify the building entry point.

Guidelines

1. Commercial buildings and multi-family dwellings shall have a minimum of one building entrance along the building façade facing the street. If the building faces onto multiple streets, the primary entrance should face University Avenue.
2. Canopies, awnings, covered porches, and/or gable roof projections should be provided along facades of commercial buildings and multi-family dwellings to provide building access, accentuate the entrance, and give shelter to visitors. To effectively provide shelter these features should provide at least three (3) feet of covered space outside the door.

BUILDING MASSING & ARTICULATION

Intent

To establish visual interest and human scale to the facade.

Guidelines

1. New buildings should establish vertical proportions for the street façade, and for the elements within that façade, rather than long, horizontal blank walls. Verticality can be emphasized using the following techniques: expression of structural bays, variation in material, variation in building plane (projections or recessed bays), articulation of the roofline or cornice, and use of vertically-proportioned windows.
2. All new buildings should utilize details or changes in materials to create a discernible base, middle, and top.
3. All building faces visible from a public street should use design features similar to the primary front facade.
4. A detailed elevation of each exposed building façade shall be submitted with the Design Guideline Checklist. Materials and colors should be noted and samples provided.

COMMERCIAL GROUND FLOOR TRANSPARENCY

Intent

- To create an interesting pedestrian street environment by making commercial interiors visible from the sidewalk.
- To create a safe and pedestrian-friendly street environment by making pedestrians visible from the commercial interiors.

Guidelines

1. Commercial buildings, especially retail uses, should activate public streets by providing significant visibility through the ground floor façade to activities or displays within the building.
2. The use of reflective or dark-tinted glass at ground level is prohibited.
3. The ground floor facade (0-10 feet from ground level) facing a public street of any commercial building or public spaces within apartment buildings should be comprised of at least 50 percent clear glass. If an interior wall is constructed directly behind the clear glass, a minimum of two (2) feet should be maintained between the glass and the wall to allow for product display.
4. A diagram illustrating the percentage transparent glass on each street-facing facade shall be submitted with the Design Guidelines Checklist.

ROOF EXPRESSION & DESIGN

Intent:

To establish, maintain, and reinforce urban character.

Guidelines

1. A positive visual termination at the top of the building should be established. Preferred methods include pitched roofs with gable(s) facing the street or a flat roof with a defined cornice.
2. Pitched roofs should have a slope no less than 5:12.
3. The use of green roofs and passive solar roof design is encouraged.

BUILDING MATERIALS

Intent

- To promote the use of quality, long-lasting materials.
- To encourage the use of sustainable building materials.

Guidelines

1. Preferred exterior finish materials: kiln-fired brick, stucco, wood siding and details, fiber cement siding.
2. Permitted exterior finish materials: vinyl siding (maximum uninterrupted wall width shall not exceed 24 feet), high-quality cultured stone, brick veneer, split-faced CMU, or EIFS.
3. Discouraged materials: vinyl siding, EIFS, gravel aggregate materials, smooth-faced CMU, vertically-orientated metal siding, and panelized products (use shall be approved by Plan Commission).
4. Use of reused, recycled, low-environmental impact, and locally sourced materials is preferred.
5. All exposed sides of a building shall use similar or complementary materials as used on the front facade.
6. A picture and sample of each exterior material and a façade illustration that indicates colors and materials shall be submitted with the Design Guideline Checklist.

BUILDING COLORS

Intent

To reinforce the existing character of the development, and to provide variety and visual interest.

Guidelines

1. Muted tones are preferred for the primary façade color. Day-glo or fluorescent colors are prohibited.
2. Bright colors are discouraged for the primary façade color, but are acceptable as a secondary color to highlight expression lines or details.
3. Colors must be indicated on the façade elevation that illustrates materials, and a color sample for each color shall be submitted with this illustration and the Design Guidelines Checklist.