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Department of Community Development

Ad Hoc Port Washington Road Design Standards Committee
Thursday, September 30, 2021
1:00 PM
Virtual Meeting
Agenda

MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may join the meeting online or by phone. Please go to <https://global.gotomeeting.com/join/885171437> to join the meeting online or call into the meeting by dialing [1 866 899 4679](tel:8668994679) and enter access code 885-171-437.

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Department of Community Development at least 2 hours prior to the meeting by email at DCD1@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to at DCD1@ci.mequon.wi.us or by leaving a message at 262.236.2903 no later than 2 hours prior to the meeting.

- 1. Call to Order**
- 2. Ad Hoc Committee Member & Staff Introductions**
- 3. Appoint Acting Chair**
- 4. Review and Discuss Committee Purpose, Final Outcome & Schedule**
- 5. Review Ulao Creek Zoning Districts**
- 6. Review & Discuss Sample Design Guidelines**
- 7. Announcements**
- 8. Adjourn**

Dated: September 17, 2021

/s/ John Wirth, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the Department of Community Development's Office at 262-236-2904, Monday through Friday, 8:00 AM – 4:30 PM



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Office of Community Development

TO: Planning Commission
FROM: Kim Tollefson, Director of Community Development
DATE: September 30, 2021
SUBJECT: Ad Hoc Committee Member & Staff Introductions

In reference to Agenda Item #2: Ad Hoc Committee Members, a contact sheet is provided via email from Robin Buzzell, Community Development Executive Assistant. Please contact Robin with any necessary changes, updates and phone number for final distribution to the Committee.



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Office of Community Development

TO: Planning Commission
FROM: Kim Tollefson, Director of Community Development
DATE: September 30, 2021
SUBJECT: Review and Discuss Committee Purpose, Final Outcome & Schedule

Please find attached the Mayoral Establishment of the Ad Hoc Port Washington Road Design Standards Committee which outline the committee's purpose, objectives and schedule.

Attachments:
Design Standards Committee (JMW4189xC3B04) (PDF)

ESTABLISHMENT OF THE
AD HOC PORT WASHINGTON ROAD
 DESIGN STANDARDS COMMITTEE

The City of Mequon has spent a great deal of time over the past two years reviewing North Port Washington Road. One critical element that has not yet been undertaken is architectural and streetscape design standards for the corridor.

I hope and expect that, over the next several years, there will be redevelopment of existing properties and, with the prospect of new zoning north of Highland Road, there will be some development of that portion of the corridor.

I believe that standards the City adopts need to be practical; however, they also need to ensure that new construction enhances the value of the corridor and surrounding properties. In my opinion, there have been some buildings approved that do not enhance that value.

Further, in my opinion, there should be some harmony among the buildings constructed. They do not all need to look alike, but they should fit together. Too many commercial corridors end up being a hodge-podge of developments that, standing alone, might be fine but together lack a sense of continuity, place or community.

Mequon can and should strive to be better.

Standards should enhance value and make people want to locate to the corridor. They should send a clear message to developers of the City's expectations so the building and site plan approval process is not, and does not appear to be, arbitrary. In my experience, most developers can work within reasonable standards provided the standards are clear and understandable at the beginning of the development process. Standards should then be consistently applied.

The following are several of my suggestions:

- Buildings should incorporate the elements of the best of what already exists. For example, much of the brick and stone already in the corridor is warm and darker. Those parts of the corridor with color continuity are more attractive.
- The area south of Liebau Road should be a vibrant commercial area, while respecting the existing residential areas. The area north of Highland Road, however, will be largely residential; therefore, the standards for non-residential buildings, particularly for the limited uses on the west side of the road, should be compatible in design and compatible with residential uses.
- Building design and elements should stand the test of time so that, in a decade or so, they do not look dated.
- Buildings should be usable and desirable even if the user or use changes. Communities have learned the hard way, from buildings like Kohl's grocery stores and Pizza Huts, that buildings designed as billboards for the current user end up as

eyesores in the future. They are not easily reused so the replacement uses are often less desirable or undesirable.

I also recommend some uniform, enhanced standards for streetlights, parking lot lights, benches and other non-building elements that would tie the area together. Currently, the streetscaping and corridor is disjointed, gray and uninviting. Required elements should not be impractical but some standards would add to the overall area.

I therefore am establishing the *ad hoc* Port Washington Road Design Standards Committee (the “Committee”). I am attempting to populate it with critical thinking, experienced people who will speak-up. I want the Committee, process and recommendations to be member-driven, rather than city staff-driven.

Staff should be involved to provide technical information to ensure that the result is consistent with other standards (e.g., zoning, engineering). However, I do not want the Committee to rubber-stamp staff’s preferences; otherwise, we do not need the Committee.

The Committee should form written recommendations to the Planning Commission. The Committee should keep in mind that the recommendations will be reviewed by both the Planning Commission and the Common Council. Politics and popular preferences will ultimately play a role in the standards finally adopted. Still, the Planning Commission, the Common Council and the public should have the benefit of professional recommendations from people who understand development. I request that the recommendations be accompanied by photos or illustrations to make them easier to understand.

Respecting the time of the Committee’s members, I would ask the Committee to do its work in a limited time. I suggest four meetings over a two-month period. The Committee should set its own schedule; however, it will need to comply with Open Meeting requirements.

I appoint the following:

Scott Welsh
Andrew Petzold
Steve Peterman
Leif Nesheim

Joe Kleiman
Matt Iwinski
Sigrid Dynek
Fred Bersch

I will serve as Chair but will be a non-voting member. The Committee shall appoint an Acting Chair to serve in my absence.

Dated September 16, 2021.



John M. Wirth
Mayor, City of Mequon

TO: Planning Commission
FROM: Kim Tollefson, Director of Community Development
DATE: September 30, 2021
SUBJECT: Review Ulao Creek Zoning Districts

The Planning Commission Policy Subcommittee approved the following new zoning districts for the Ulao Creek Neighborhood in 2021. These districts apply to the associated zoning map (see attached). The recommendation for the zoning is proceeding for action by the full Planning Commission on September 27th, 2021, and for action by the Common Council in November 2021.

After considerable public input from property owners, adjacent owners and various boards and commissions, as well as a 2013 market analysis, community survey, two open houses and private sector review and input, the Planning Commission Subcommittee arrived at desirable and marketable land uses for this 750-acre study area. Significant deliberation results in four new districts titled as follows:

- **Ulao Creek Neighborhood Commercial** (generally located at the intersections of N Port Washington Road and Highland Road and N Port Washington Road and Pioneer). The district has the following purpose statement:

Purpose. The Ulao Creek Neighborhood Commercial (UCNC) district is established to provide a limited commercial environment for office and services that enhance residential, limited commercial and institutional uses desired in the Ulao Creek neighborhood by providing neighborhood scale services for nearby residential neighborhoods.

- **Ulao Creek Mixed Use Commercial** (generally located on the east side of N Port Washington Road, abutting I-43, north of Bonniwell Road and south of Pioneer Road). The district has the following purpose statement:

Purpose. The Ulao Creek Mixed Use (UCMU) Commercial district is established to provide a limited rural designed, commercial and light institutional uses desired in the City and not otherwise allowed in commercial zoning districts along the interstate.

- **Ulao Creek Senior Housing** (generally located on the east side of N Port Washington Road, abutting I-43, north of Highland Road and south of Bonniwell Road). The district has the following purpose statement:

Purpose. The Ulao Creek Senior Housing (UCSH) district is established to provide a limited rural designed, senior housing component to the neighborhood, where such uses like the hospital, university and nearby commercial uses create compatible living environments for residents 55 years of age and older and are not otherwise allowed in zoning districts on the east side of the city.

- **Ulao Creek Residential Cluster** (generally located on the west side of N Port Washington Road, abutting Oriole Lane and Ulao Creek). The district has the following purpose statement:

Purpose. The Ulao Creek Residential Cluster (UCRC) district is established to increase the supply of single-family, market-rate dwellings located within an area not served by public sewer and provide an environment of cluster developments with a density of $\frac{3}{4}$ acre per dwelling unit in an effort to preserve critical environmental features and enhance neighborhood amenities for the public benefit.

The following link provides access to each zoning district and zoning map: [Policy Packet 01.26.21](http://mequoncitywi.iqm2.com/Citizens/FileOpen.aspx?Type=1&ID=2527&Inline=True)
<<http://mequoncitywi.iqm2.com/Citizens/FileOpen.aspx?Type=1&ID=2527&Inline=True>>

It is appropriate and intentional that there are a mix of uses of this neighborhood given the surrounding context. The surrounding area includes the interstate, institutional uses such as Oriole Lane public school, Ascension Hospital, Concordia University of Wisconsin and New Castle and environmental features including Ulao Creek, Milwaukee River, wetland complexes and residential land uses. It is deliberate that the Planning Commission selected commercial land uses distinct from the commercial land use patterns south of Highland Road.

In addition to the land uses, the zoning districts require compliance with street amenities including the installation of a multi-use path on the west side of N Port Washington Road, street trees and a designated street light fixture. Further, the zoning requires compliance with a neighborhood open space plan that is under review by the City's Park and Open Space Board.



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Office of Community Development

TO: Planning Commission
FROM: Kim Tollefson, Director of Community Development
DATE: September 30, 2021
SUBJECT: Review & Discuss Sample Design Guidelines

Please find links to sample Design Guidelines that may serve the Committee's interest and future work.

City of Mequon Town Center Design Guidelines:

https://www.ci.mequon.wi.us/sites/default/files/fileattachments/community_development/page/3691/57869dd4-43e0-4751-a6da-5910f902dc27.pdf

City of Mequon

Mesa Rural Community Design Guidelines and Standards:

<https://www.mesacounty.us/globalassets/planning/services/long-range-planning/plans-in-progress/mesa-design-standards--guidelines/open-house/design-guidelines-and-standards-final-draft.pdf>

City and County of Denver Design Guidelines for Golden Triangle Zone District:

https://goldentriangleofdenver.com/wp-content/uploads/2018/05/Golden_Triangle_B-8-G_Design_Guidelines.pdf

City of New Berlin Rural Commercial Design Guide:

<https://newberlin.org/DocumentCenter/View/952/RuralCommercialDesignGuide?bidId=>

Solano County Suisun Valley Strategic Plan:

<https://solanocounty.com/civicax/filebank/blobdload.aspx?blobid=10653>

Attachments:

Design Standards for B-6 & B-7 zoning districts. (PDF)



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Department of Community Development

Design standards for the B-6 and B-7 zoning districts

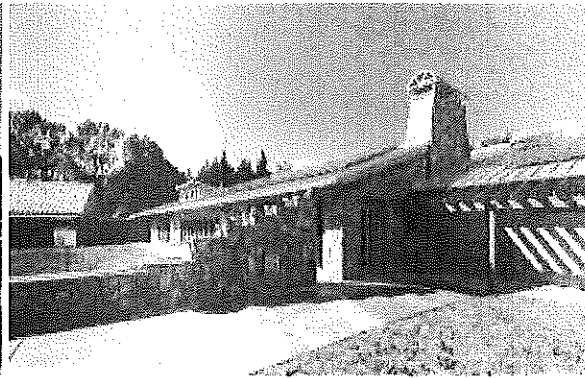
The B-6 (Rural Industrial) and B-7 (Rural Business) zoning districts were created to provide for low intensity and low impact commercial and industrial development that preserves rural character and viewsheds within the unsewered rural area and areas that transition to the rural areas. To advance the intent of the districts, the following is a design guide for development and redevelopment of these areas. All new development is subject to Planning Commission approval. Please contact planning staff to further discuss the zoning and design process.

- Buildings shall be constructed to be harmonious with the surrounding natural and built environment.
- Building designs shall utilize materials that reflect the rural character.
- Four sided architecture that uses similar building materials and design for all sides of a proposed structure is required.
- Materials allowed include but are not limited to, cedar or clapboard siding, stone, brick and or compatible materials that achieve the same quality and appearance.
- Aluminum and vinyl siding are prohibited unless approved by Planning Commission.
- Size and massing of buildings shall be consistent with the rural character of the surrounding area.
- Traditional roof forms shall be incorporated into the design which may include gambrel, gable, shed and hip designs.

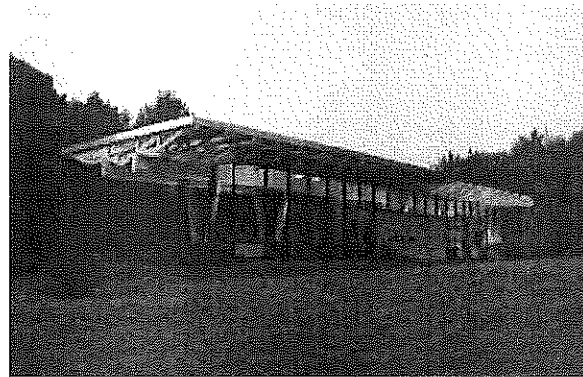
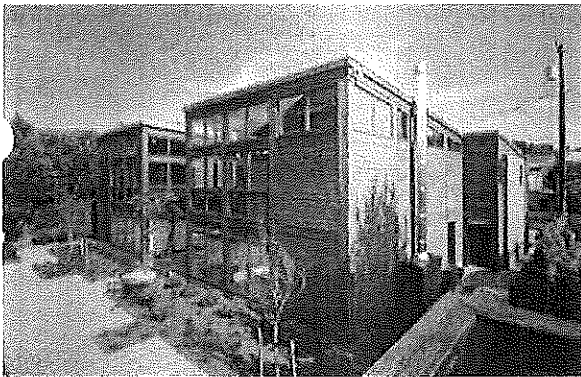
Illustrations of appropriate designs for the B-6 and B-7 zoning districts.



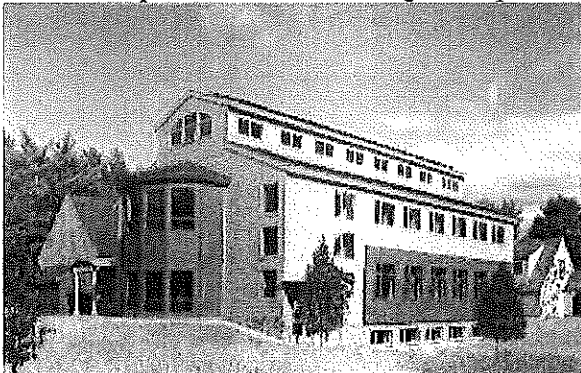
Good examples of controlling scale and massing of buildings.



Good example of the incorporation of traditional materials.



Good example of modern buildings incorporating a rural theme.



Good example of rural roof forms and design elements.



Good use of traditional materials, roof forms, control of massing.